ANC

MAD

OUR PRICE 25c CHEAP

No. 33

June '57

WHAT... ME WORRY?

ANOTHER SPRING ISSUE

POTRZEBIE

Norman Mingo

ERNIE KOVACS
"Strangely Believe It"

HENRY MORGAN
"The Truth About Cowboys"

THE OLD PHILOSOPHER
EDDIE LAWRENCE
"The Disc Jockey's Lament"

Hollywood is Ruining
MARLIN BRANDO

NUMBER 33 JUNE 1957

"I hasten to laugh at everything, for fear of being obliged to weep." —Beaumarchais 1732-1799

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **CONTINUITY:** Jerry De Fuccio **IDEAS:** Nick Megliola
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LAW SUITS: Martin Scheiman, Esq. **TRANQUILIZERS:** Mindell Chemists

DEPARTMENTS

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VITAL FEATURES

You've seen them plaques in Cooperstown, honoring Baseball's Heroes? Here are some plaques in **MAD** honoring Baseball's Bums.

An article which says you miss plenty reading the English titles to foreign movies, so wise up and learn them languages!

Ernie Kovacs offers **MAD** his famous collection of absurdities, and adds one more to the pile as we foolishly buy these.

We're all familiar with today's vending machines. Here, now, is a look at tomorrow's vending machines. Deposit 10¢ please!

This is the first time Henry Morgan has appeared in the pages of **MAD**, showing that even the best of them can make a mistake.

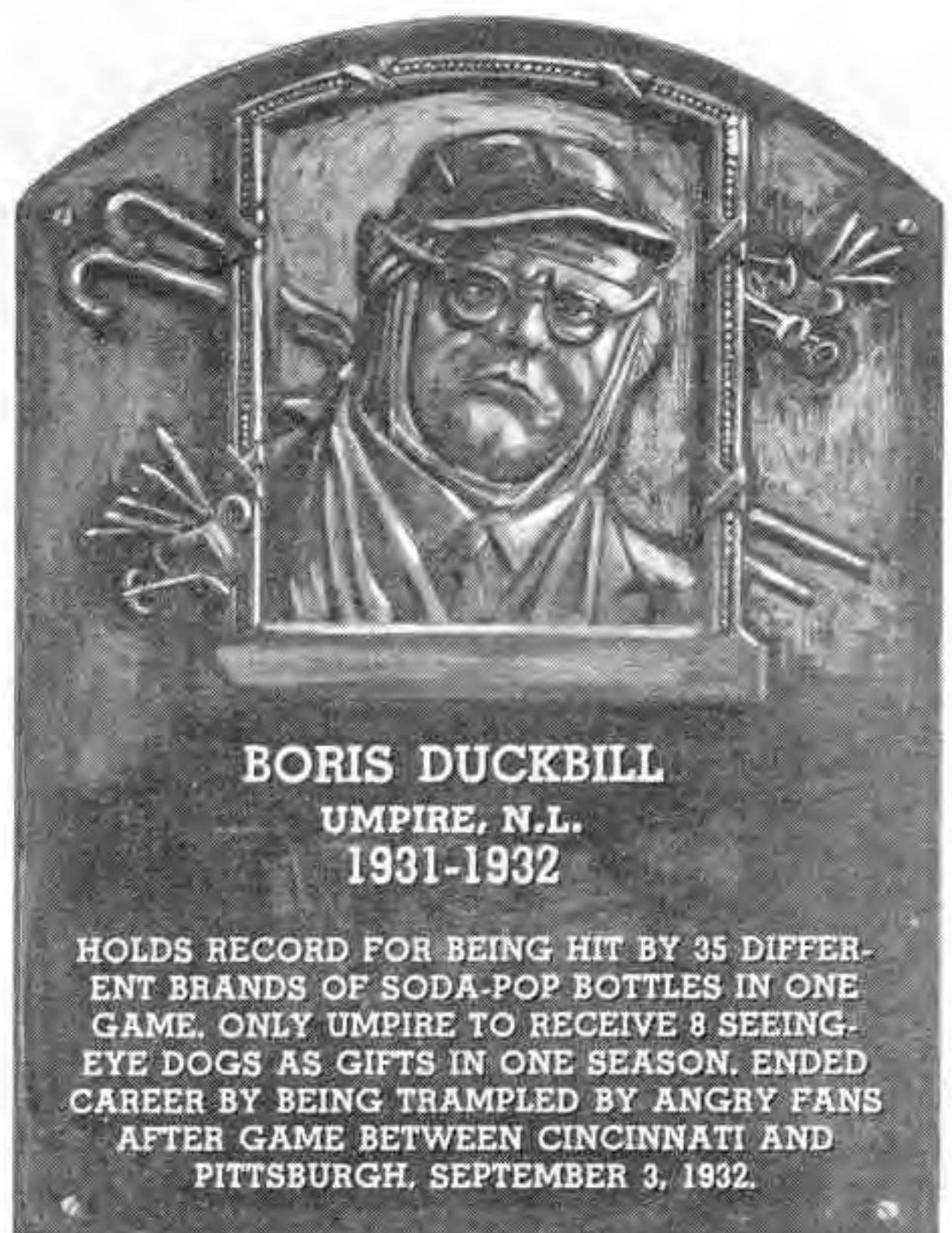
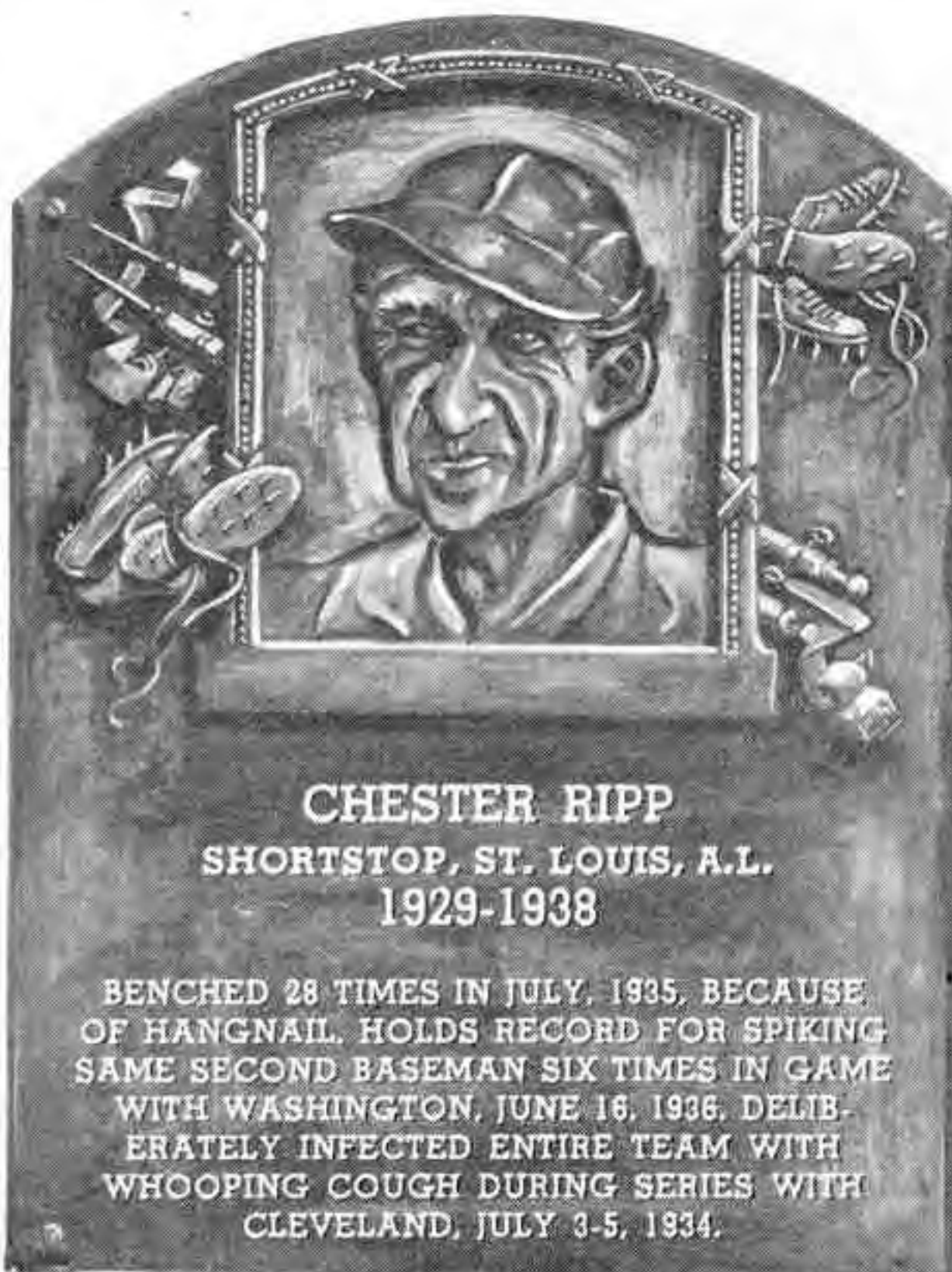
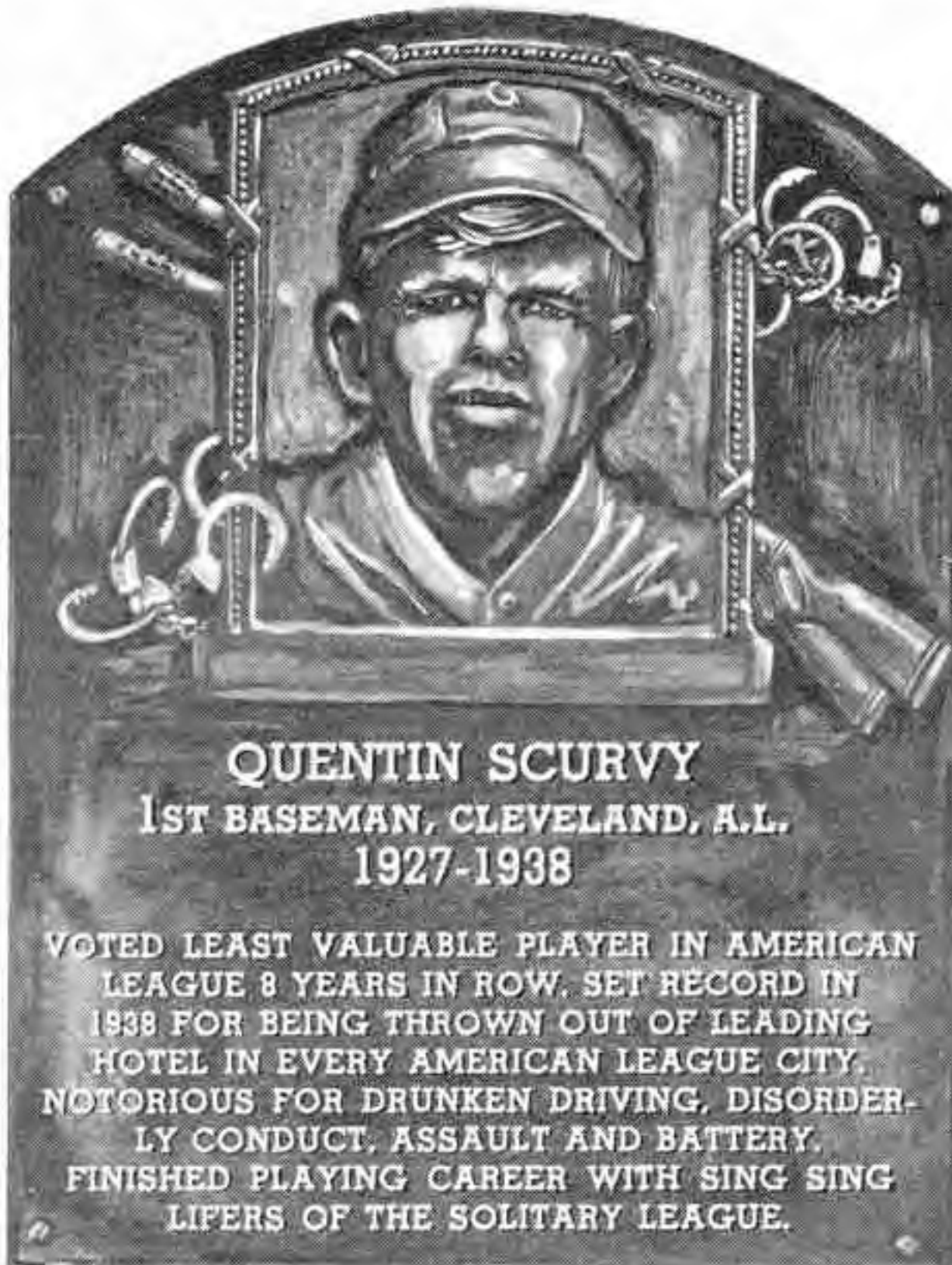
Disc Jockeys will lift up their heads after they've read this article by Eddie Lawrence. The rest of you will scratch yours.

Hollywood is ruining this talented actor by changing him from a clod to a gentleman, and so, we clods here at **MAD** protest!

If your own H.S. dance is not like **MAD's** version, we'll bet you're sorry. If it is, we'll bet the ol' School Board's sorry!

SPOIL-SPORTS DEPT.

Recently, we took a train to Cooperstown, N. Y., to inspect Baseball's Hall of Fame. Actually, that's where we ended up the day we were run out of town on a rail. Somehow we stumbled into the wrong building there, found ourselves looking up at the strange placques reprinted below, and suddenly realized that we'd discovered...

BASE

BALL'S HALL OF SHAME

PICTURES BY JOE ORLANDO

**We'd like to be a manicurist at Stillman's Gym.

DO YOU KNOW THAT . . . concentrated stomach acid can burn a hole in this magazine?

If concentrated stomach acid can burn a hole in this magazine, think what it can do to your stomach!

You should subscribe to MAD! because MAD contains an effective stomach acid neutralizer: concentrated humor!

ONLY THING IS . . . concentrated humor can burn a hole in your head!

STEVE ALLAN

Seems that Ed Suvillan got the best of Elvis's appearances on T.V. Ol' Elvis forgot his guitar strings when he appeared on Steve Allan's show.

Fred and Rick Baushard
Erie, Pa.

No Guitar Strings!

That was a great article on Steve Allan. Hi, ho, Steverino!

Sandy Nelson
Glen Rock, N.Y.

I have just finished your article on Steve Allan, and disliked it thoroughly. I think Steverino is the greatest, and his talents shouldn't be laughed about. As for me, I'll always be a Steve Allan Fan.

Jane Meadows
New York City

EUCALYPTUS TREE

Tried to make a paper Eucalyptus tree by using your magazine. I failed. But, I did discover that MAD rolled up into a cylinder makes a wonderful stopper for the bathtub.

Dick Goode
Dallas, Texas

Wonderful Bathtub Stopper!

Followed your instructions for making a paper Eucalyptus tree. Tried it a few times and finally got so disgusted, I rolled up the magazine and tore it to shreds. It worked perfectly!

John Jarvis
Birmingham, Ala.

CREEPING MEATBALLISM

. . . I thoroughly agree with Mr. Shepherd. Lord help our kids ten years from now if this keeps up.

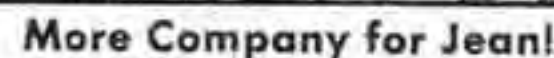
Roy Kudla
Parma, Ohio

I'd like to congratulate Mr. Jean Shepherd for his terrific article. It's given me a new outlook on life. Already, I have punched two drug store men and a clothing salesman right in the nose. After I finish this letter, I'm going out and saw tail fins off cars.

Jim Sullivan
No Address Given

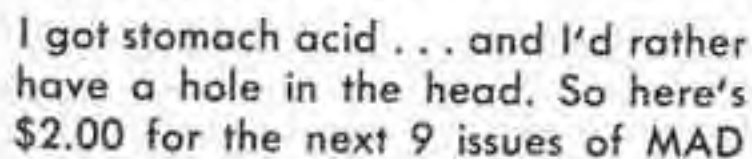
As television gets sillier, movies get longer, and fins get higher, there'll be more company for Mr. Shepherd over on the "night side".

Henry L. Kirchner
Broken Arrow, Okla.

More Company for Jean!

Thank Heavens for Jean Shepherd. I'd almost given up hope. I spent 4 years in a "mid-Victorian" college out here in Ohio, and its administration thrived on "creeping meatballism" and conformity. Too bad this article wasn't published in Life, Time, etc.

C. James Hudson
Garrettsville, Ohio

Your article "The Night People vs. Creeping Meatballism" is typical of your general theme; undermining the American way of life. However, there is one consolation: Since your publication appeals to citizens of inferior mentality, it is possible that they might miss the point.

Catherine O'Donnell
Brooklyn, N.Y.

LETTERS DEPT.

SPORTS MAGAZINES

What's up? We shouldn't be withholding information, now, should we? You have Duke Snyder batting right-handed. Apparently this makes him a switch-hitter. The front office should have been informed.

Walt Alston
Brooklyn, N.Y.

Switch Hitter?

Fools! No wonder the Duke got hit in the stomach with a baseball. He bats left-handed, not right-handed.

Mike Moorman
Flandreau, S. Dak.

DATING TECHNIQUE

Your MAD-type man is the suavest, smoothest, coolest and most successful lover I've ever seen. I'm going to adopt his marvelous technique for my very own.

Porfirio Rubirosa
Havana, Cuba

Successful Lover?

Everything went fine until I tried to impress her financially. Not only did they catch me swiping the tip, but they discovered it was from another table.

Stanley Glarken
Darien, Conn.

Who pays the bill for the wrecked car?

Bill Johannes
Dayton, Ohio

Please, I need your help. Challenged by father to Indian wrestle, I didn't throw mother. She threw me! I'm getting married next week. What should I do?

Jan P. Esten
Munich, Germany

Give up! She's obviously bigger than both of us!—Ed.

THE WILD WEST

I was delighted to see the article on Tom Lehrer. I have been an ardent fan of his for many years.

Judy Zilber
Silver Spring, Md.

The avant-garde, dying race is forever indebted to you. Our hero and idol, Tom Lehrer, has received public recognition at last.

Ellen Kaplan
New York City

I bought MAD because on the cover it said, "Tom Lehrer sings about the Wild West." But when I got it home and looked through it, I didn't hear anyone singing.

Martin Pekar
Brooklyn, N. Y.

MAD RECORD LABELS

I like the idea of printing labels and stuff to cut out on your back covers. It gives me a chance to get a pair of scissors and slash your crummy magazine into teentsy weentsy bits.

Tom Essig
Pittsburgh, Pa.

CHILDHOOD CHUMS

Anyone who can graduate from Junior High four days after graduating from Elementary School should be able to con his way out of a mere Federal Prison in no time. Who's covering up?

Steve Kirschner
New York City

If he was smart enough to go through Junior High in four days, how come he ended up in prison? Somebody's got to go!

John Lewis
Seymour, Ind.

It takes most people three years to accomplish what he did in only 96 hours. Was his dad Superintendant of Schools?

David Angstreich
New York City

Graduates in 96 hours?

Alfred E. Neuman's Childhood Chum, Johnathon Gordon, must have been some brain. It only took him four days after graduating from P.S. 49 to graduate from Potrzebie Junior High. Who goofed?

Sheldon Weltman
Cleveland, Ohio

We goofed. Date for P.S. 49 album page should have read 6/12/42.—Ed.

THE BAD SEAT

I noticed that Melvin Cowznofsky, who plays Rhodent's father in "The Bad Seat", bears a striking resemblance to Daddy Warbucks. No wonder he left that mean, stuck-up brat, Orphan Annie, and tied up with sweet, affectionate Rhodent!

Mike Freese
Dayton, Ohio

Daddy Warbucks?

After reading the article, we all agreed that Rhodent was an adorable child and we would follow her example. So now tell us how we get out of jail.

Fred Jackson
Memphis, Tenn.

I signed the petition, and so did a few of my friends. Then, following your advice, we handed it in at the next P.T.A. meeting. We were all kicked out of school. Thanks.

David Small
Detroit, Mich.

I thought your article on "The Bad Seat" was excellent. I agree with everything you said. Keep up the good work, and add my name to the petition.

Adolph Hitler
No Address Given

MAD PREDICTIONS

Your predictions for Science are ridiculous. A machine cannot be trained to act as a psychiatrist because any idiot knows that in the mathematical formulism of quantom mechanics which contains the classical and physical theories as a limiting case, the kinematical and dynamatical variables are replaced by symbolic operators subject to non-communicative algorithms involving Planck's constant.

Willis Buell
Vermillion, S. D.

When it's ready, can we make an appointment for you?—Ed.

WOMEN-MAGAZINES

The picture showing the "Real Woman" who reads the Saturday Evening Post really hits home. In fact, I'm a cross between her and the woman who reads Esquire. I'm a real busy nothing!

Mrs. Jay Muir
Port Huron, Mich.

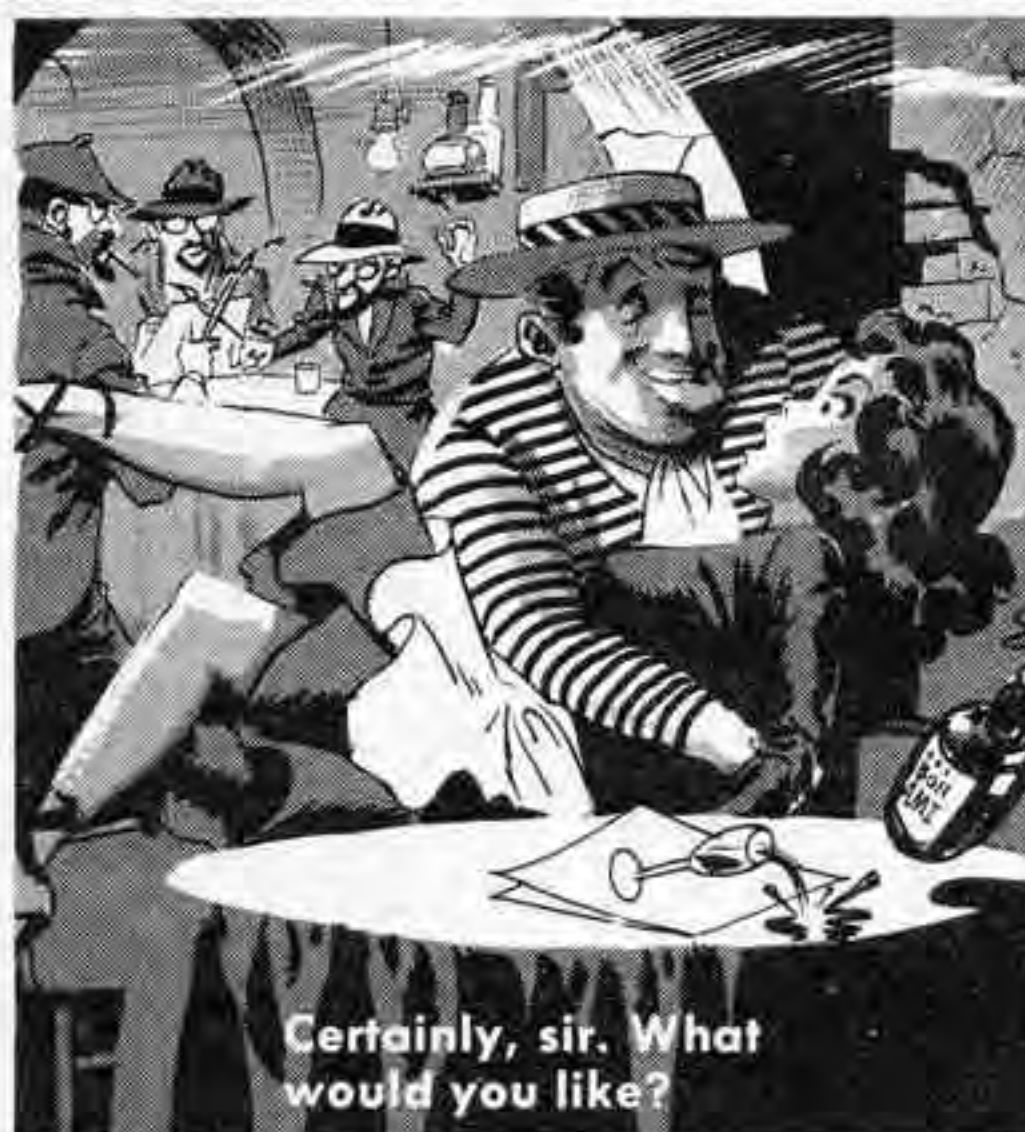
Please address all correspondence to: MAD, Room 706, Dept. 33, 225 Lafayette Street, New York 12, N.Y.

****We'd like to be Comic Strip Editor for the New York Times.**

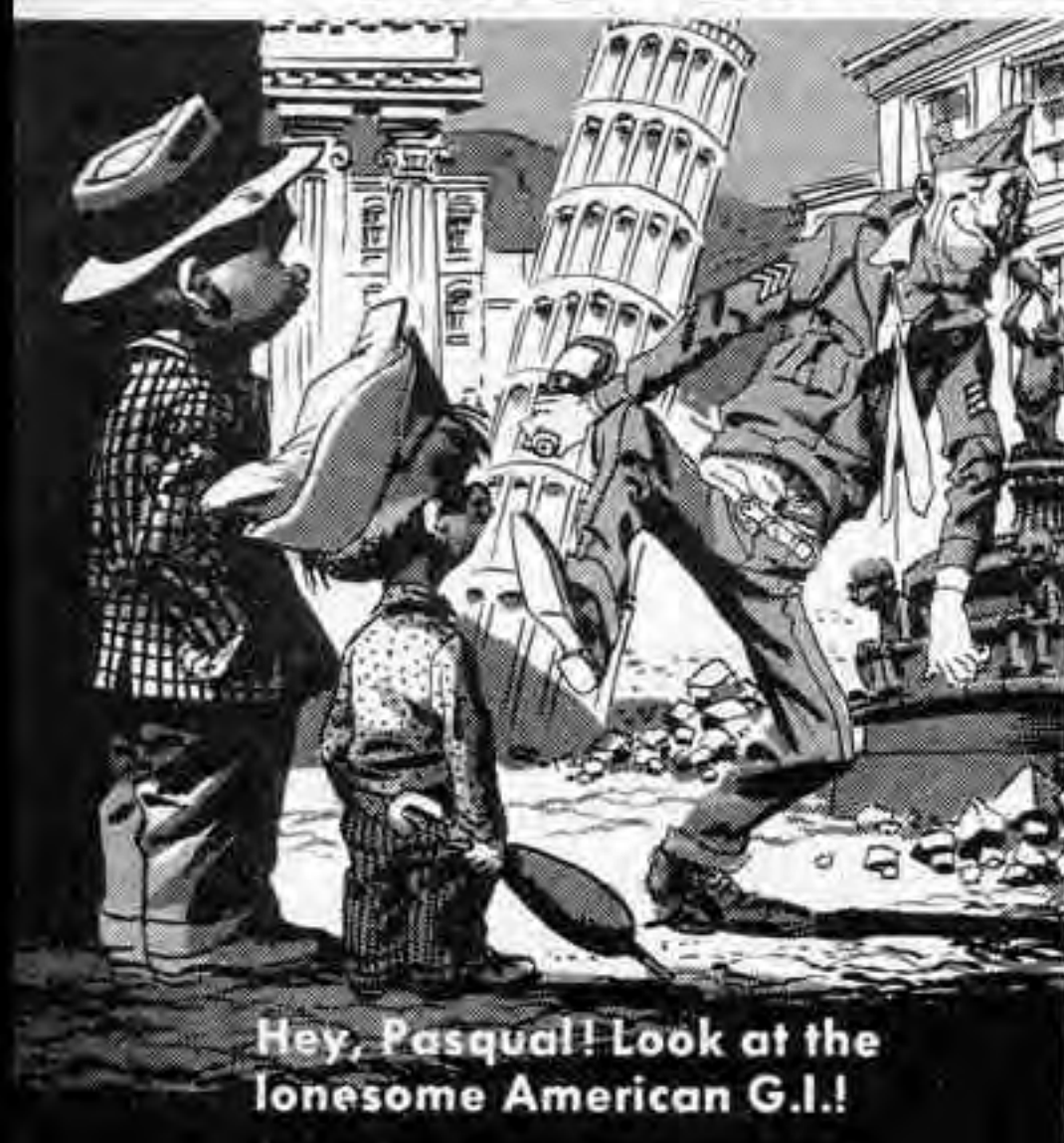
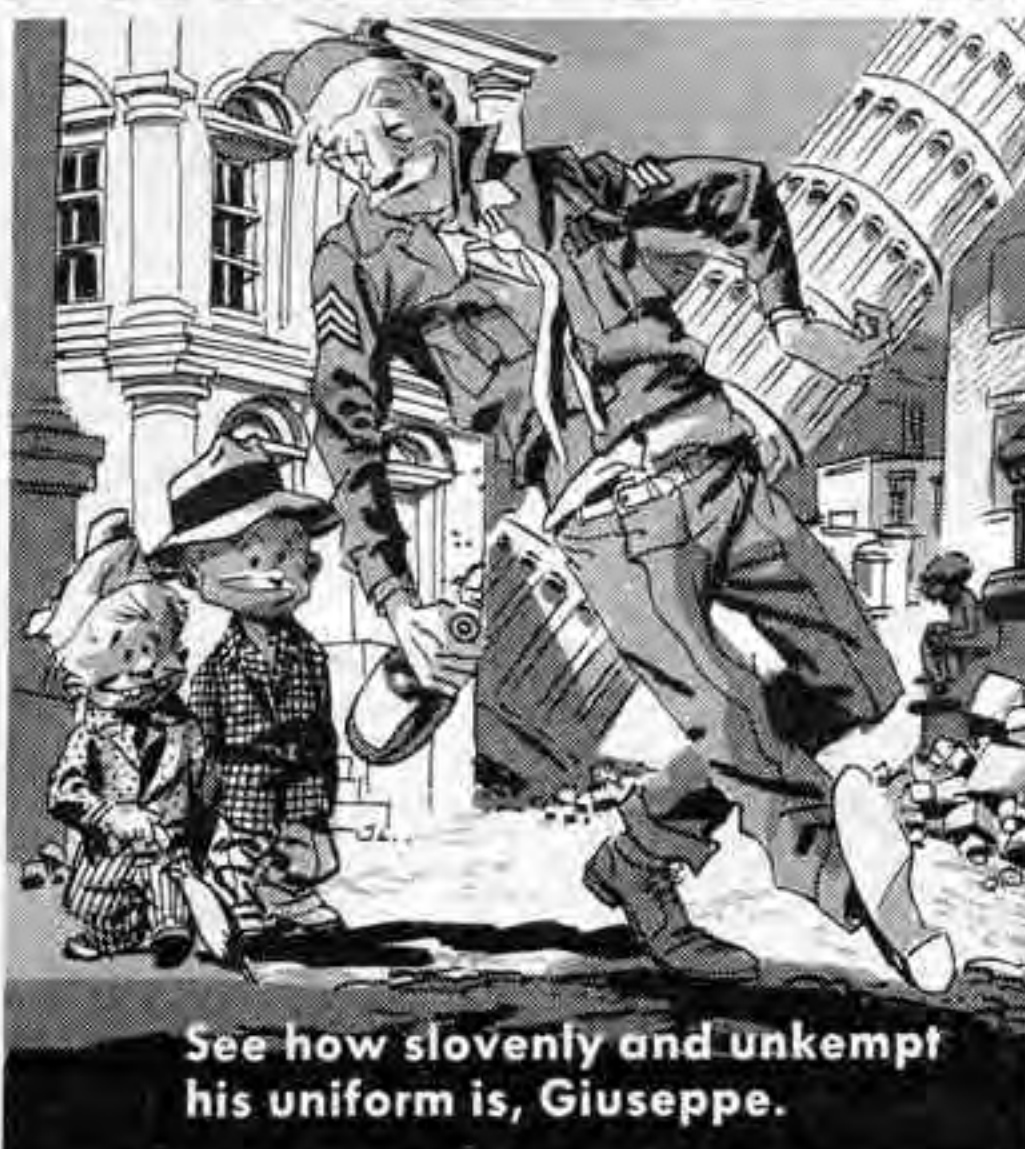
MOVIES DEPT.

The other day, we stopped in at our local "art" theater to see a double bill of foreign films . . . you know, those imports that are supposed to be free of censorship . . . and we made a startling discovery. *They're a fraud!* The first picture was in French, and since we hadn't paid much attention back in High School when we were supposed to be learning the language, we were forced to read the English titles that flashed on the screen. We were following the goings-on pretty well this way, when we happened to notice that the guy with the beret and the pencil-striped moustache on our right was laughing uproariously at parts we didn't think were particularly funny, and snickering knowingly at parts we didn't think were particularly sexy. And the same thing happened to the guy with the handle bar moustache eating the hero sandwich on our left when the Italian picture came on. So it suddenly occurred to us that them English titles don't quite tell *all* that's going on! The way we figure is . . . . . SOMEBODY'S COVERING UP! Study the following typical scenes we noted, and see if you don't agree that . . .

THE RESTAURANT SCENE

Pardon me, waitress. Can you take my order?

Certainly, sir. What would you like?

Do you have any strawberry shortcake?

THE G. I. IN ROME SCENE

Hey, Pasqual! Look at the lonesome American G.I.!

See how slovenly and unkempt his uniform is, Giuseppe.

Here's our chance to do our good turn for today.

The English titles don't quite match the action in

FOREIGN MOVIES

PICTURES BY WALLACE WOOD

THE JEWEL ROBBERY

THE SHIPPING OUT SCENE

THE STREET SCENE

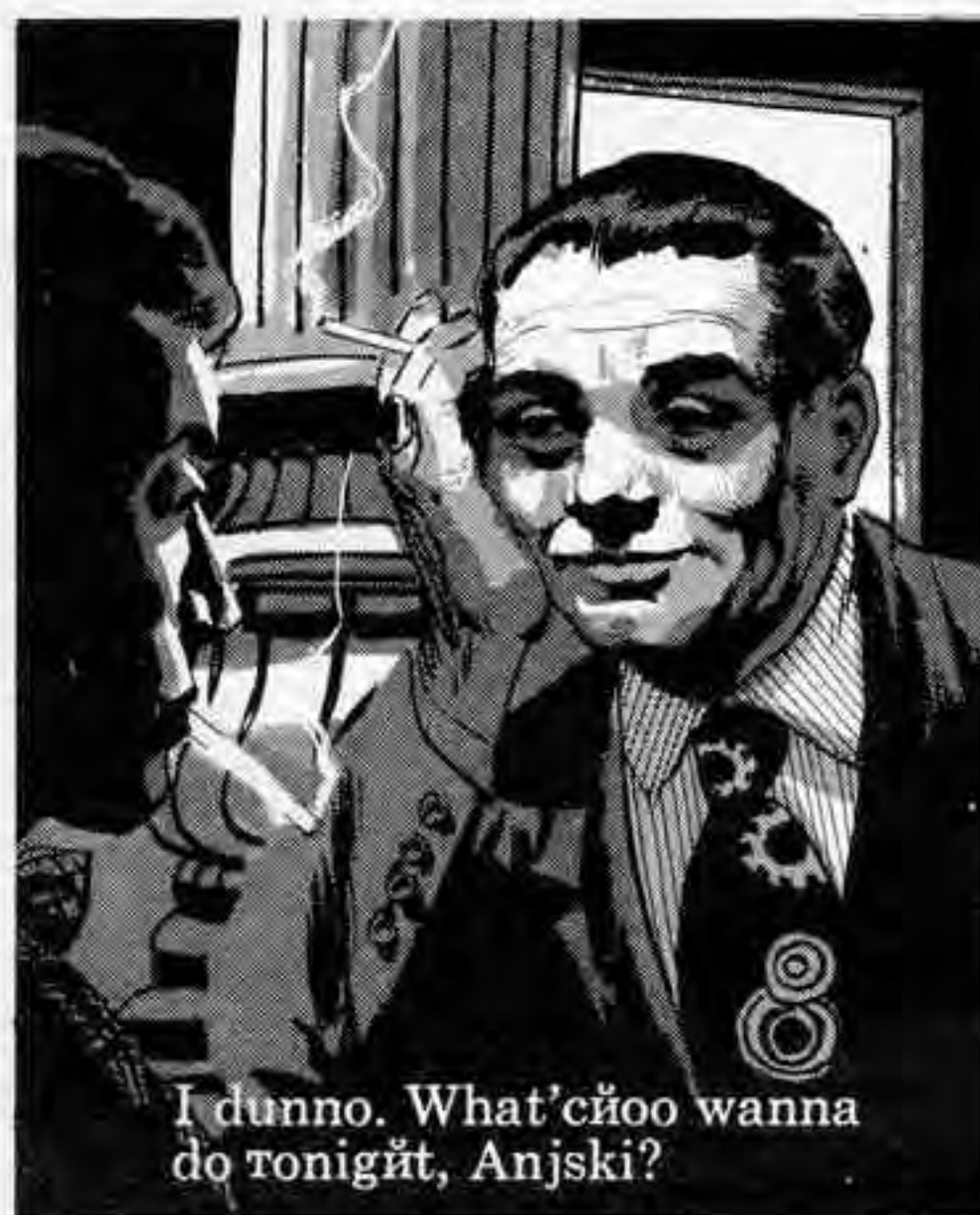
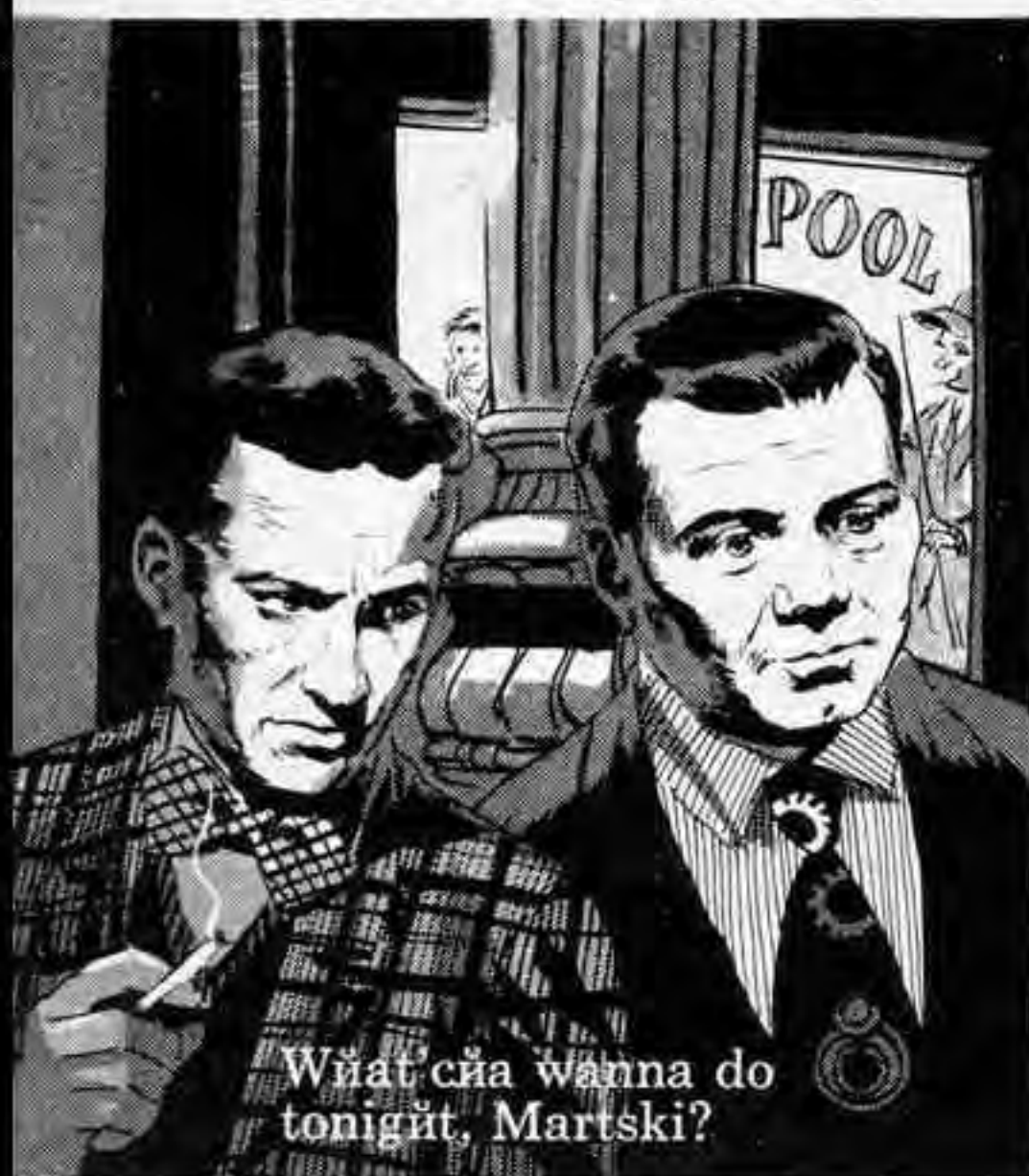
CONTINUED ON NEXT PAGE

However, every cloud has a silver lining. Melvin Cowznofski, our Moscow correspondent, sends us the following appendix to this article . . . which clearly shows that things could be a lot worse. Because behind the Iron Curtain . . .

The Russian titles don't quite match the action in AMERICAN MOVIES

MARTSKI

**We'd like to be an Oscar polisher for Vera Hruba Ralston.

END

Shopping Dept.

SUPER-DUPER MARKETS

FORCE-OUT-THE-SMALL-RETAIL-GROCER

GALA SALE

SAVE ON MEAT AND MILK
LIVE COWS ea. $1.98

FINEST QUALITY
HORSEMEAT

THOROUGHBRED WINNERS	HARNESS WINNERS	LOSERS
lb. 84c	lb. 69c	lb. 02c

SKINLESS AND BONELESS
LIZARDS ea. 27c

IMPORTED PICKLED TENTACLES OF
OCTOPUS per tentacle 25c

READY-TO-EAT SMOKED FILLETS OF
ARMADILLO per filet 85c

LEG OF LAMB lb. 94c
ARM OF LAMB lb. 84c
SHOULDER OF LAMB lb. 74c
REST OF LAMB lb. 01c

ECONOMICAL
280 lb. bag of Chicken Flickings 13c

PIG'S KNUCKLES 10 for 24c
PIG'S BRASS KNUCKLES per set 98c
BUM STEERS lb. 37c
DOUBLE CROSSERS ea. 12c

FRESH, TASTY
VIRGINIA HAM lb. 84c

DARING, RACY
CYNTHIA HAM QU-2-9970

FANCY TUNA can 43c
NOT-SO-FANCY TUNA can 33c
SLOPPY TUNA can 03c

GARDEN FRESH
BIRDBATH WATER qrt. bottle 18c

HEALTHFUL
FROZEN BRILLO 20 pads for 39c

½ lb. Print Butter 23c
½ lb. Linotype Butter 33c
½ lb. Offset Butter 43c

LARGE ECONOMY SIZE JAR OF
INSTANT WATER JUST ADD HOT COFFEE 85c

EARLY GARDEN PEAS can 02c
LATE GARDEN PEAS can 22c
LATE, LATE GARDEN PEAS chan. 2

New Green Cabbage head 07c
Old Purple Cabbage head 27c

BELLY-BUTTON LINT oz. 68c

LUSH
STEWED PRUNES vat 69

SEDATE
SOBER PRUNES bag 09c

CORN ON THE COB ea. 22c
COB WITHOUT THE CORN 72c

(Prices subject to change if you don't watch our clerks carefully)

SOFT-SELL ADVERTISING DEPT.

Okay, Gang! It's time for the commercial again! So here we go with another example of that frightening trend toward clever, modern, humorous, soft-sell advertising. Here's this issue's

FUTURE TV AD

ART AND CONTINUITY BY DON MARTIN

**We'd like to be a Nestlé salesman in Hershey, Pennsylvania.

Whadaya think mothers are for, ya little idiot? Ta' scrub floors all day . . . ?
Hello, Dear . . .

Upset about a little mud on the floor, Dear? Grease? Grime? Blood?

Why worry? Sprinkle a little "E-Z Spot" with the miracle ingredient "Zinesrone" on a damp cloth, wipe, and . . .

Hmmm . . . that's funny!

Th-there must be some mistake, D-Dear! You're just upset, Sw-Sweetheart! Th-that's not a knife in your hand, is it, Darling?

Not just "any" knife, Love! This is a "Perfecut" All-Purpose Kitchen Knife
by ELKON
"The Most Famous Name in Kitchenware!"

Remember, Folks! Anything that slices will slice best with a "Perfecut" Kitchen Knife!
by
ELKON

Kovacs' Strangely Believe It!

KAHENA,

QUEEN of the **BERBER** tribe in **ALGERIA**, had a harem of **FOUR HUNDRED HUSBANDS,**
and, in a single evening, THREE HUNDRED AND NINETY-FOUR of them called to tell her they would have to work late at the office.

A **TOMATO** IN THE SHAPE OF A

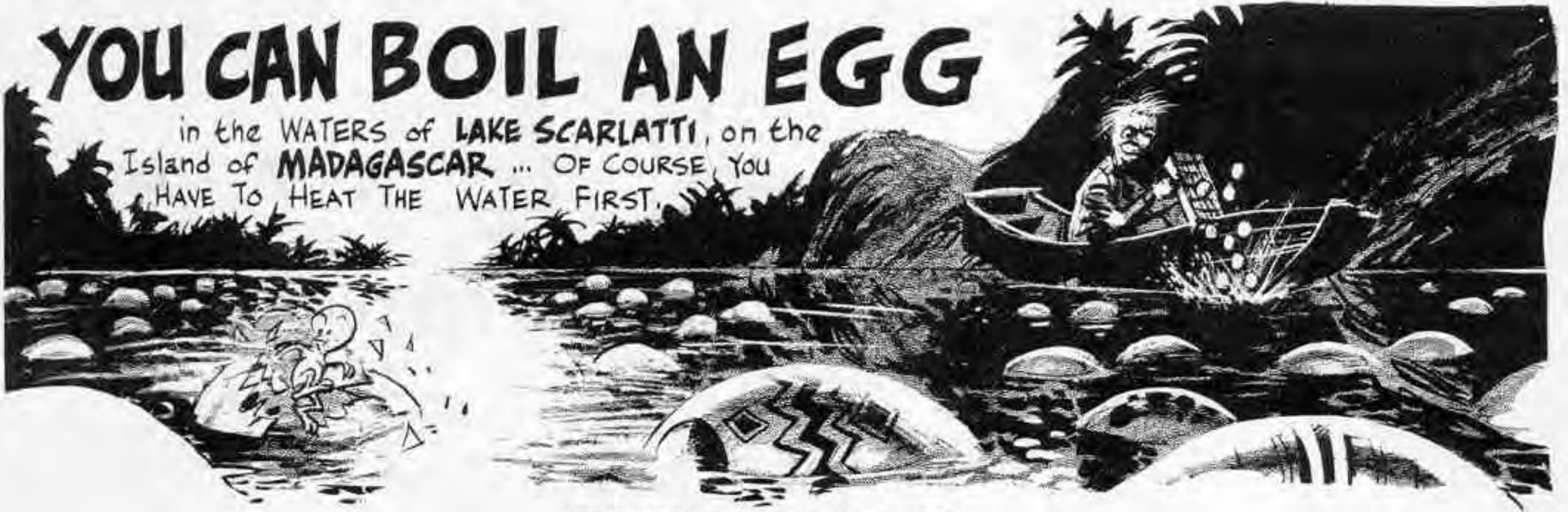
TOMATO

WAS GROWN BY **MRS. REGINA BUTTLES** of Mount Palomar, California
Mrs. Buttles herself is shaped like a pear.

DUCKS DO NOT FLY!

THEY ARE ACTUALLY **GREAT JUMPERS'**

ROBERT TRAYNOR

Noted ABOLITIONIST of the Nineteenth Century, fought a **DUEL** with **PISTOLS** while swinging in a **HAMMOCK!** He was shot through the CANVAS!

PICTURES BY WALLACE WOOD

Contrary To Established Belief The So-Called

LEANING TOWER OF PISA DOES NOT LEAN!

THE TOWER IS STRAIGHT UP AND DOWN.

The residents of Pisa *LEAN!*

GOTTFRIED GÜNTHER,

Famous Bavarian Linguist, spoke

TWO HUNDRED AND TWELVE LANGUAGES.

NONE OF THEM COULD BE IDENTIFIED.

Contrary to Popular Opinion,

THE CANARY CANNOT SING!

The MUSICAL SOUND which the CANARY DOES MAKE is just a form of ACCOMPANIMENT for the canary's REAL SPECIALTY.. *TAP DANCING!*

Wood

**We'd like to be Fiction Editor of the Encyclopedia Britannica.

TRAVELERS AID DEPT.

The Railroad Timetable

At first glance a railroad timetable appears to be cluttered, unreadable and senseless. Actually, it is! Study this timetable of one of America's least-traveled lines, the Chicago, Lasagna & South Gasp Railroad. After you've finished, we here at MAD are certain you'll conclude the only way to travel is by car . . .

CHICAGO, LASAGNA & SOUTH GASP RAILROAD

ALL CATTLE CARS ARE AIR-CONDITIONED

For equipment needed to survive on these trains see p. 8

Miles	WESTBOUND (*Read down—How else?*)	Elev.		21 Daily	7 Ex. Sun. D	11 Ex. Sat.	23 Daily	101 Weekly	5739 Monthly	65 Hardly
				AM	AM	AM	AM	AM	PM	PM
0	**CHICAGO**	351	Lv.	1 06	2 14	6 11	6 12	6 13	3 56	5 31
10	Ulcer	1577	Ar.	THE AARDVAK XX Will not run Dec. 25, Jan. 1 or any other day, for that matter.	2 59	7 30	......	......	7 15	......
215	E. Frammis	2344	"		5 16	9 14PP	......	THE ANARCHIST tt No baggage, no passengers, no engineer.	......	......
215½	Frammis	4432	"		5 09	10 02	......		......	10 30
215	W. Frammis	2443	"		5 17	7 15	8 20z		......	......
230	Neumanville	4567	"		10 45	......	......		......	......
235	**Fort Fungus, Iowa**	5678	"		3 11		9 14		......	
240	Slump City	6	"		4 35	THE CALVIN COOLIDGE ff Will not run, even if nominated.	T THE SILK STOCKING n If caught, will run.		......	THE MUDDER RR Will not run if track is fast.
245	Gopher Prairie	17	"		5 55				......	
260	Haggenfranz	2	"		5 56				......	
281	**Undertow**	-37	"		8 09				......	
300	Elbowgrease	-688	"		10 55			6 14	......	
319	Whoops, Missouri	1	"	3 11	1 03			......	......	
324	K-k-k-kankakee	?	"	3.46jj	1 31Q			......	......	
325	W. Crocus, Iowa	5	"	8 02	5 43			......	......	......
326	Lake Pheugfth	10	"	11 51	7 00		......	......	......	......
327	**LASAGNA**	15	"	1 05	7 17	12 35	8 30	6 15a	......	......
370	Buzzardville	20	"	10 14	11 30	......	1 54	......	......	12 15vv
381	E. Asterisk, Arkansas	25	"	......	1 05H	......	......	......	......	......
394	Munch	30	"	......	2 34hh	......	......	......	......	......
402	**Crunch**	No!	"	4 19	2 34ii	......	4 45kk	......	......	......
411	Hopeless Crossing	101	"	......	9 30K	......	......	6 16AA	......	......
901	Snerdsberg, Tennessee	6¼	"	5 03rr	9 56	......	......	......	......	......
912	**Toadstool**	5¾	"	......	9 59	......	......	......	......	4 45c
934	Ft. Apache, Arizona	4001	"	......	*1 34	*4 45	*2 36v	......	......	......
937	Bedspring J	88	"	......m	1 56p	......	......	......	......	......
944	**Buckskin**	888	"	......	......	......	......	......	......	......
952	Riboflavin NN	8888	"	4 15	......	......	......	......	......	......
963	New Molar, California	3481	"	6 17y	......	......	......	......	......	......
981	Fritter O	31	"	9 55	......	......	......	......	......	8 30
999	**SOUTH GASP**	0	"	10 30	10 30	10 30	10 30	10 30		10 30

EXPLANATION OF REFERENCE MARKS

- **a** Does not stop on odd-numbered Thursdays.
- **AA** Adjust oxygen masks.
- **c** When the engineer feels like it.
- **D** Not **this** Sunday.
- **ff** Does not carry passengers born in the month of May.
- **H** Train whistle hits a perfect high "C" at this point.
- **hh** Stops to let off paying passengers.
- **ii** Stops to throw off non-paying passengers.
- **J** Station Master noted for repertoire of snappy stories.
- **jj** Rarely on time.
- **K** Stops to throw Mama from the train a knish.
- **kk** Last week.
- **m** Tomorrow.
- **NN** Sun rises at 7:09 a.m.
- **n** Observation car carries spittoon once used by William Jennings Bryan.
- **O** Nice looking blonde sells candy here.
- **PP** Look, Ma! No hands!
- **p** Avalanche!
- **Q** See note "a."
- **rr** Last call for dinner.
- **RR** Conductor's middle name is Sidney.
- **T** All seats on this train reserved in advance, otherwise you got to sit on your luggage.
- **tt** Friendly pickpockets in club car.
- **vv** Four-day layover.
- **v** Alternate Mondays.
- **XX** Don't order corned beef and cabbage in the diner unless you have supply of Bicarbonate of Soda along.
- **y** Bus leaves every hour for Jamaica, Post time: 3:45, Pari-Mutuals at the track.
- **z** If you're lucky.
- ***** Mountain time prevails in this territory, but trains are operated under Central Time. For equivalent Pacific Time, figure one hour earlier than Mountaim Time and **two** hours earlier than Central Time if you got the time.

SECTION 8 DEPT.

**We'd like to be an elevator man in a one-story building.

The following article by Frank Jacobs immediately convinced us that he is a "MAD" writer. We were convinced when this article was brought to us by Mr. Jacob's literary agent, who curiously wore a white coat. Here, then, is Frank's frank confession on...

WHY I LEFT THE ARMY AND BECAME A CIVILIAN

IN THE ARMY

... if I didn't get out of the sack at 6 A.M., my sergeant would blow his top!

AS A CIVILIAN

... I enjoy the luxury of sleeping as long as I want and getting up when I feel like it.

PICTURES BY GEORGE WOODBRIDGE

IN THE ARMY

... I had to put on my uniform, and stand freezing outside the barracks, waiting for the Captain.

AS A CIVILIAN

... I dress as I please, and stand freezing at the railroad station, waiting for the 8:36.

CONTINUED ON NEXT PAGE

IN THE ARMY

. . . I had to rub elbows with my entire platoon at breakfast, and had to eat what everyone else ate.

AS A CIVILIAN

. . . I breakfast at a friendly drugstore near my office, and I eat whatever I feel like eating.

IN THE ARMY

. . . if I were late for duty, I'd get chewed out by the Captain.

AS A CIVILIAN

. . . I get to the office when I please. No one checks on me.

IN THE ORDERLY ROOM

. . . I had to lick the Colonel's boots when he came to inspect.

IN THE AD AGENCY

. . . I bow to no one. The client comes to me with humble requests.

AS A P.F.C.

. . . I always had the feeling that the other P.F.C.s were trying to beat me out of my Corporal's promotion.

IN THE ARMY

. . . whenever I'd get an official memo, I'd always be scared it was a transfer to some distant outpost . . .

ARMY LIFE DROVE ME NUTS

. . . so I left the service the first chance I got and became a civilian.

AS AN ACCOUNT EXECUTIVE

. . . I feel secure in my job. No one is after it. I know I'll be moved up fairly, on my own merit.

IN THE AD AGENCY

. . . whenever I get my pay envelope, I open it with confidence, knowing that all is well . . .

IN CIVILIAN LIFE

. . . my experience is in demand. I know I can always get a job with another firm.

END

"We'd like to be Yul Brynner's barber."

WILD LIFE DEPT.

This next article by MAD's maddest artist, Don Martin, was drawn to illustrate a problem he's been having lately... a problem which he calls...

THE UNFORTUNATE PART OF FEEDING PIGEONS HOMEMADE POPCORN

ART AND CONTINUITY BY DON MARTIN

CONTINUED ON NEXT PAGE

Hey, Mister . . . this is the best popcorn I ever tasted! How do you make it?

I make it with arsenic!

I hate pigeons!
D. MARTIN

OUT OF ORDER DEPT.

During a lengthy survey taken over a cup of coffee the other morning, we came to the conclusion that you people owe a lot to vending machines. Just stop and think for a minute, all you people, of the functions these clever contraptions perform. They save steps. They give quicker service. They afford added convenience. And mainly, they throw countless people out of work. Yessiree, by George . . . all you unemployed people owe vending machines plenty!

Today, there seems to be a vending machine for almost every product: cigarettes, beverages, candy bars, axolotls, and halvah, to name just a few. But these are only the beginning. American ingenuity hasn't finished with them yet . . . not by a long shot. Bigger and better vending machines are on the way. So here, then, is MAD's forecast of . . .

VENDING MACHINES of the FUTURE

PICTURES BY BOB CLARKE

Today's vending machines, as the pictures below clearly show, are handy, convenient and efficient. But wait, brother, you ain't seen nuthin' yet! Just turn the page . . . and you'll really see nuthin' . . .

**We'd like to be the background artist for "Nancy".

THE HAIR-O-MAT

A boon to millions of bald-headed men will be the future vending machine which dispenses toupees. These will appear right after current Yul Brynner fad has died out.

Directions:

Deposit 76 Quarters, 9 Dimes, 1 Nickel and 3 Pennies.

1. Insert Coins
2. Press Button
3. Take out Toupee
4. Put it on, Idiot!

THE VEND-A-BEAST

Farmers will be able to purchase livestock from this vending machine of the future. Following its huge success will come a vending machine from which livestock will be able to purchase farmers.

DIRECTIONS

1. Insert Coins
2. Press Button
3. Lift Window
4. Get out of the way!

- ◎ HORSE ....500 Dimes
- ◎ COW ....400 Dimes
- ◎ GOAT ....300 Dimes
- ◎ PIG ....200 Dimes
- ◎ CHICKEN ....100 Dimes
- ◎ HIRED HAND ......50 Dimes

THE AUTO-VEND

A welcome future vending machine will be the one from which motorists will be able to purchase new cars. When these vending machines are worn out, they'll be classified as **used** vending machines and limited to dispensing used cars . . .

DIRECTIONS

Deposit 10,000 Half Dollars

1. Insert Coins
2. Press Buttons
3. Lift out Car

COLOR	MODEL
◎ Chartreuse	◎ Sedan
◎ Cream	◎ Coupe
◎ Cream & Sugar	◎ Convertible
◎ Pre-Stalin Red	◎ Two Doors
◎ Plaid	◎ Four Doors
◎ All of above	◎ No Doors
◎ None of above	◎ Hearse

THE DOCT-O-MAT

Hypochondriac passersby will find this future vending machine invaluable for obtaining quick medical advice, and fees won't vary with the ability to pay.

Diagnosis............................Deposit 2,000 Pennies
Removal of Appendix..........Deposit 1,000 Dimes
30 Minute Psychoanalysis..Deposit 100 Quarters
Marital Advice............................Free (if female)

DIRECTIONS

1. Insert Coins
2. Take off Clothes
3. Press Complaint Button
4. Read Remedy
5. Hit the Road!

COMPLAINT Press no more than two	REMEDY One may light up	
◎ Appendicitis	▣ Take it out	▣ Leave it in
◎ Itch	▣ Scratch	▣ Suffer
◎ Halitosis	▣ Don't talk	▣ Find New Friends
◎ Broken Leg	▣ Use other leg	▣ Break other leg
◎ Frammitis	▣ Tch! Tch!	▣ Hey! this is a family magazine!
◎ Dandruff	▣ Shampoo	▣ Toupee Machine over there

..We'd like to be the bagel baker for the Stork Club.

THE WIFE-O-MAT

Most popular of the new vending machines will be one from which a bachelor can select a perfect wife. If she don't come out perfect, he can turn her in and get his money back.

DIRECTIONS	AGE Press One	SIZE Press One	DISPOSITION Press One	INTELLIGENCE If you want any
Deposit 20 Half Dollars	◉ 18-21	◉ Sleek	◉ Sweet	◉ Genius
	◉ 22-30	◉ Pleasingly Plump	◉ Moody	◉ Not Exactly
1. Insert Coins	◉ 31-40	◉ Tapered	◉ Silent	◉ So-so
2. Show proof of non-married status (full wallet will do).	◉ 41-50	◉ Overripe	◉ Giggly	◉ Tries
3. Select Specifications	◉ Over 50	◉ Wow!	◉ Obnoxious	◉ Addled
4. Pucker Up 5. Wife will slide down chute	◉ Under 18 (good only in the hills)	◉ A Dog	◉ Loathesome	◉ Idiot

THE VEND-O-VEND

Ultimate in future vending machines will be one which dispenses a vending machine. This in turn will dispense a vending machine, which will in turn dispense a vending machine, and so on. Final vending machine will dispense dime to be inserted in first vending machine and whole mess starts again . . .

HENRY MORGAN DEPT.

This is a special educational feature for people who watch cowboy movies on T.V. The remarks herein are made in the belief that no real cowboy reads MAD. If any cowboy **should** read this stuff, I plead with him to remember that he and I are Americans and must stand together against a hostile world. Besides, anybody will tell you what a great kidder I am. Here, then, is . . .

··We'd like to be a dry cleaner at a nudist camp.

THE TRUTH ABOUT COWBOYS

by
HENRY MORGAN

KIDS, NEXT TIME you watch your favorite cowboy actor on T.V., try to remember what he was in the old days . . . in real life. The average cowboy was an illiterate oaf. He didn't know how to read or write, and his entire vocabulary consisted of about 95 words, of which 32 were Spanish. His job was to sit on a horse all day, and stare at cows.

PICTURES BY WALLACE WOOD

The average cowboy ate three meals a day. Breakfast was some mud boiled in a rusty tomato can over a brush fire . . . When a horseshoe would float in the boiling mud, the mess was then called *coffee*, and the cowboy would drink it . . .

Lunch was coffee and some hard, ugly little biscuits made of sourdough. It was called sourdough because it was sour.

Dinner was coffee . . . and a dead rabbit.

At *fiesta* time, our cowboy ate 2 parts of the greasier parts of a pig, and revelled.

Nights, he slept under a horse blanket. It was called a horse blanket because it was used for the horse, too . . . and as a result, smelled like both of them.

It was a known fact that cowboys didn't like discouraging words. They had a song about how much they loved the range, and another song all about how much they didn't want to be buried on the lone prairie. In other words, the place was all right to *live* on, but a terrible place to *die* on. So if our cowboy had any personality at all, it was split . . .

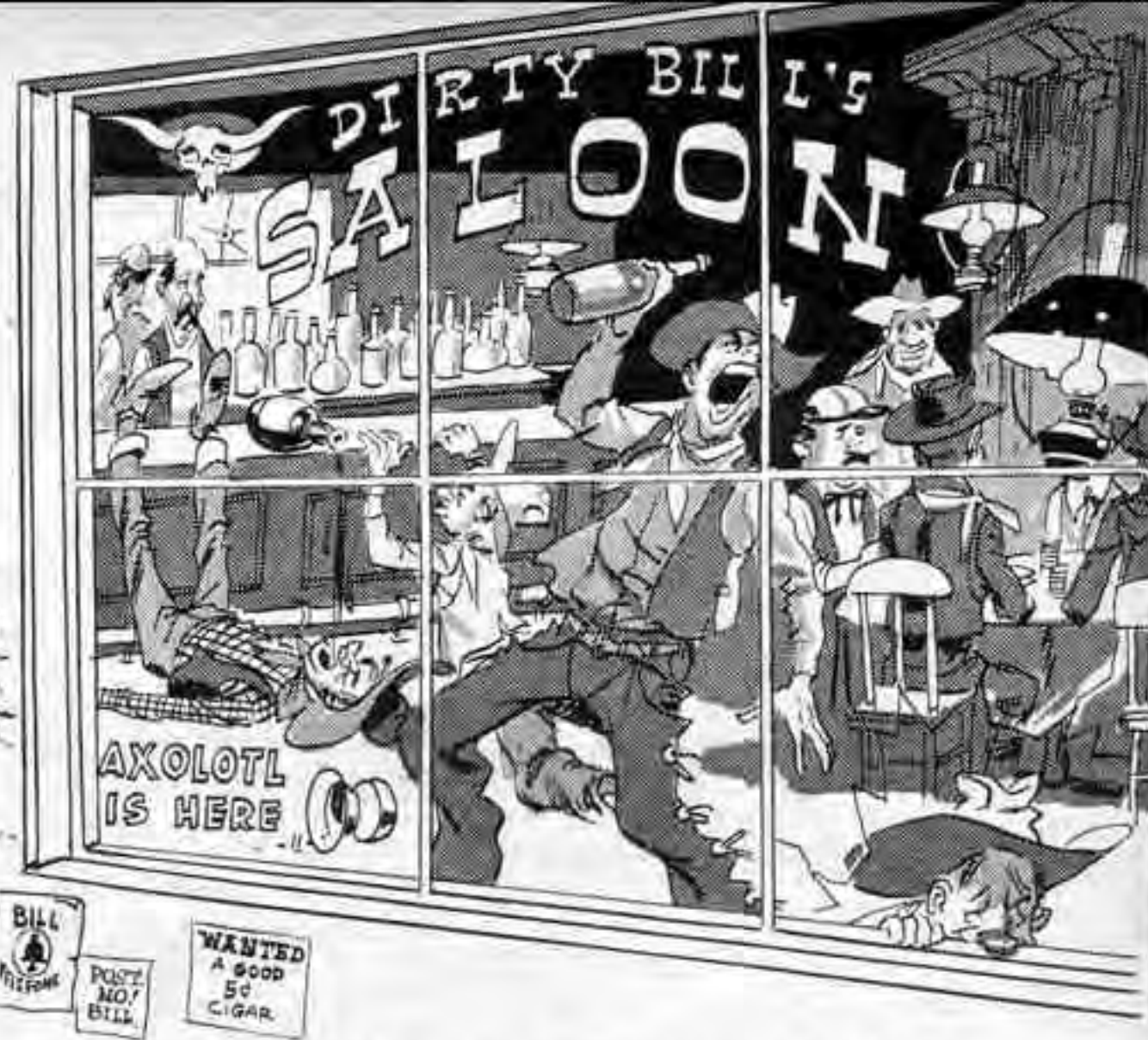
CONTINUED ON NEXT PAGE

There were no fences out on the prairie, so the cattle had to be marked. But cowboys couldn't write, as we have already learned, so they'd make up a childish design, and burn it on the animal. This device was called a *brandin' ar'n.*

Once a year was round-up time. The cowboy's job was to herd the cattle together and get them all moving in one direction.

To do the same thing with sheep, dogs are used because they are so much smarter, and four times faster than cowboys.

In the defense of the cowboy, it should be noted that no sheep dog has ever been known to play the guitar and yodel.

Cowboys didn't bathe much . . . just up to their calves. The way this would happen was, he'd come to a stream and he'd be too lazy to get off the horse. When the horse swam, the cowboy'd get his ankles wet. This was considered plenty . . .

You know from the movies, of course, that cowboys are always seen wearing black hats and black shirts and black neckerchiefs. Well, see, these were all originally *white*.

A cowboy was paid about $20 a month. On payday, he'd take his money to the nearest saloon, and promptly get falling-down drunk. His horse never had any real fun like that . . .

Now, a cowboy had no future, except to become the oldest cowboy around, so occasionally he'd get real ambitious and he'd begin stealing cattle . . . from his boss . . . naturally . . .

After he'd saved up a little money from these individual endeavors, he'd buy a gun. And this would open up whole new worlds of opportunity . . . like holding up stage coaches.

In time, after a few successful hold-ups and several successful murders, he'd be a big man in those parts, with the love and admiration of all who knew him.

So kids, from now on when you watch those westerns on T.V., remember that the hero of the story is based on that great all-time lummox, THE COWBOY! *¡Adios, amigos!*

THE END

SIGNED, SEALED, AND UNDELIVERED DEPT.

This past Christmas season, since we don't make enough writing this trash to live on, we took a night job spinning cobwebs in the "Dead Letter" section of New York's Main Post Office. Seeing all those undelivered letters caused us to speculate . . . might not the world be a lot different today if they had reached the people for whom they were intended? So we opened a few at random to prove our point. They're reprinted below. Another point we prove is . . . you can get arrested for jimmying open U.S. Mail. Even . . .

IRVING SCHICKELGRUBER
PAINTING AND DECORATING
2289 Grand Concourse
Bronx, New York

November 1, 1923

Herr Adolph Hitler
c/o Schultz's Bier Halle.
Munich, Germany

Dear Adolph,
Never mind mit dis "putsch" nonsense! Come to America immediately! Paper hangers are making fortunes in the Bronx!

Your loving Uncle,
Irving

COOK COUNTY BOARD of HEALTH
Chicago, Illinois

Mrs. Gertrude O'Leary
Cor. Jefferson & DeKoven Sts.
Chicago, Illinois

October 1, 1871

Dear Mrs. O'Leary:-

It has been brought to our attention by complaints from your neighbors, that you are harboring a live cow in a residential area of Chicago proper, contrary to Provision 189, Section 4, Cook County Health Code.

Please be advised that if you do not remove said cow from your area by October 8, 1871, you will be subject to a fine in the amount of $2.00.

Respectfully yours,
Melvin J. Finnigan
Melvin J. Finnigan
Commissioner of Health

Office of the Field Secretary
THE SALVATION ARMY
Hollywood, California

Sept. 24, 1948

Miss Marylin Monroe
% Schwabs Drug Store
Hollywood and Vine
Hollywood, California

Dear Miss Monroe:-

Your application to join the Salvation Army has been approved by this office. Kindly report to our School for Officers Training in San Francisco, on October 9th, 1948, at 10 A.M.

Bless you,
Emilia Dermquod
Emilia Dermquod
Brigadier

John T. Stuart
Attorney-At-Law
Springfield, Illinois

April 3rd, 1865

A. Lincoln
The White House
Washington, D.C.

Dear Abe:-
Saw "Our American Cousin" when it played Chicago. It's a bomb! Do yourself a favor. Stay home!

John

..We'd like to be Miltown dispenser for Perry Como.

DEAD LETTERS

JULY 22, 1886

MISS TILLIE MONOHAN
242 FLATBUSH AVENUE
BROOKLYN, N.Y.

DEAREST TILLIE,

MY HEART IS ~~BOR~~ BROKE BECAUSE YOU HAVE REFUSED MY PROPOSAL OF MARRIAGE.

I WILL BE ON THE BROOKLYN BRIDGE TOMORROW AT 4 P.M. MEET ME THERE AND TELL ME YOU HAVE CHANGED YOUR MIND.

OTHERWISE I WILL KILL MYSELF!!

NO KIDDIN!
STEVE BRODIE

TIME
THE WEEKLY NEWSMAGAZINE

October 2, 1936

George T. Eggleston, Editor
LIFE Magazine, America's Humor Weekly
60 East 42nd Street
New York, New York

Dear George:-

When my lawyer gets there with the checks and contracts on Monday, please have him call me immediately. I cannot get in touch with him at this late hour on Friday.

After careful reconsideration, I have changed my opinion. I do not now believe that my purchase of your failing magazine would be an advantageous business venture.

In other words, the deal is off.

Very truly yours,
Henry
Henry R. Luce

HRL/jd

THE CONSOLIDATED EDISON CO.
4 Irving Place,
New York, N.Y.

DIVISION OF
WORKMAN'S COMPENSATION
BOARD OF REVIEW

Case No.: 1894735
Date of Accident: Sept. 5, 1931
Date of Claim: Jan. 4, 1934
Date of Review: Nov. 18, 1940

Dig into those files we must.

Mr George Metesky
17 Fourth Street
Waterbury, Conn.

Nov. 18, 1940

Dear Mr. Metesky:

This Board of Review has reconsidered your claims for compensation arising out of an accident you suffered at our Hell Gate Station on Sept. 5, 1931, and we have unanimously concluded that you got a raw deal.

Please report to this office at your earliest convenience, so we can negotiate an agreeable settlement,

Sincerely yours,
Sidney Ferguson
Sidney Ferguson,
Chairman,
Board of Review

CONTINUED ON NEXT PAGE

Cuartel General de la Marina
REAL ARSENAL NAVAL
LA HABANA, CUBA

January 20, 1898

TO: Captain Charles D. Sigsbee, USN, Commanding
U.S.S. Battleship MAINE
Naval Station
Key West, Florida, U.S.A.

FROM: Capitán de Navío Edelmiro Gonzales
Commandant of Port Facilities,
Havana, Cuba.

Dear Captain Sigsbee:-

It is with pleasure that we learn of your impending good-will visit to our fair city on the magnificent American Battleship MAINE. Please be advised that our Corps of Engineers will be carrying on blasting operations for the purpose of deepening Havana harbor, so may I respectfully suggest that when you arrive, you anchor safely outside of the harbor limits.

Cordially yours,

Edelmiro Gonzales

Capitán de Navío
Royal Spanish Navy

B

February 3, 1940

Dearest Lucille,

I was shocked when I received your letter and learned of your idiotic plans. I absolutely forbid you to marry that second-rate bongo drummer. Mark my words. If you go through with it, you'll end up in a Havana poor house for sure!

Be a sweet child and listen to reason.

Love,
Mother Ball

THE MILLS HOTEL
Transient and Resident Accommodations for Single Men.

May 19, 1927

Charles A. Lindbergh
Roosevelt Field
Mineola, L. I.

Mon cher Charles,
Am unavoidably delayed. Will not make scheduled take-off time. Wait for me!

You cannot find Paris without me.

Your co-pilot,
Gaspard

SHOW-OFF DEPT.

IMPRESS YOUR FRIENDS! FLASH THE STUBS TO THESE...

MAD TICKETS

BOX XLIII
ROMAN COLOSSEVM
LOWER GRANDSTAND

THE EMPEROR NERO PRESENTS

A NEW REVUE
WHEN IN ROME
WITH GLADIATORS, CHRISTIANS, LIONS & TIGERS
AVGVST IV, LXII A.D.
ADMISSION: XXV SESTERCES

ADMIT ONE

Glob Ticket Co.
Bleachers **Box 45**
Admit One

Gessler the Tyrant Presents
The Famous Archery Team
William Tell & Son
Alpine Theatre, Switzerland
November 18, 1307 Anno Domini
Matinee at 2:40 p.m.
Archery Equipment furnished by Spalding Bros.

Admit One
Special Benefit For: Apple Pickers

Fabrique de Ticquets Globe
Admit One

Madame La Farge *Presents*
The incomparable
MARIE ANTOINETTE
In Her Farewell Performance
Bastille Courtyard *PARIS*
October 16, 1793
Guillotine rises at 2 p.m. SHARP

Admission: 50 Francs

Admission: 50 Francs

Admit One

C 105
SOUTH BARRICADE

D 102
Trench #2, Bunker 106
Admit One

The Duke of Wellington
Presents the Brilliant
NAPOLEON BONAPARTE
and his troupe in
THE WATERLOO FOLLIES
Soldiers Field, Waterloo, Belgium
June 18, 1815
Admission by Invitation Only
The Management assumes no responsibility for injuries sustained by our patrons

Admit One

C 105
E
GOOD ONLY MATINEE FEBRUARY 30 1957
MARK HELLINGER THEATRE
ORCHESTRA $8.80
LOBE TICKET COMPANY

Mark Hellinger Theatre
1655 Broadway at 51st St, N.Y.C.
Owned and Operated by Alfred E. Neuman

MY FAIR LADY
Seat Price: $8.00
Pop Corn: .80
TOTAL $8.80

Ticket is void if purchased from unscrupulous scalper by fat cat with expense account, wanting to impress big out-of-town buyer.

FEB 30 E 1957
ORCHESTRA
C 105

A 113
West Grandstand
Admit One

Chief Crazy Horse
Presents
CUSTER'S LAST STAND
Starring Gen. George Armstrong
CUSTER
and a Cast of Thousands
LITTLE BIG HORN OUTDOOR THEATRE
June 25th, 1876
Admission: 5 Scalps
SCALPS FROM BALD HEADED MEN NOT HONORED AT BOX OFFICE

Admit One

G. WOODBRIDGE

THE OLD

sobs "The Disc

Hi ya, fellers . . .

You say your librarian eloped with an obscure song-plugger . . .
And you've been pulling all your own records?

Y'say here it is the middle of March . . .
And the old payola ain't come through yet?

And the engineer was trying to roll up his sleeves . . .
And he put his fist through the control room window?

And your wife caught you with the receptionist . . .
And broke all your *Brunswicks?*

And a gang of rock-and-rollers are waitin' for you in the alley . . .
'Cause you said Elvis Presley needs a haircut?

Is that what's troublin' you, feller?

Hey, there, cousin . . .

You say five sponsors dropped out when they discovered
you tried to squeeze in a record Monday morning?

And your wife wants you to take her mother to the
Disc Jockey Convention in Las Vegas?

And your microphone's all rusty?
And your 45 commercials are spinnin' at 78?

And the engineer just put on a big symphony . . .
And he won't turn it off because he says he likes good music?

And you just interviewed a lady singer . . .
And she said a lot of dirty words over the air waves . . .
And the mayor is trying to contact you?

Is that what's botherin' you, cousin?

Say, there, Bunky . . .

You say you're spinnin' the "*Hits of the Week*" . . .
And the owner of the station calls up and wants to hear "*Liebestraum*"?

EDDIE LAWRENCE DEPT.

PHILOSOPHER*

Jockey's Lament''

PICTURES BY MORT DRUCKER

And you just discovered you've been givin' the wrong times all morning...

And all your listeners are late for work...
And a lot of them got fired...
And they're suing you?

And someone brought up a container of coffee...
With a live turtle in it...
And it spilled all over your brand new copy?

And the turntables got stuck...
And it's Sunday...
And you've got to keep ad libbing...
Till the man comes back from the beach to fix them?

And your pants are all soaked from that coffee?

And someone sticks last year's headlines under your nose...
And you're reading them?

And the head of your fan club...
A big heavy-set girl...
Was just arrested for attacking an old man in a hotel lobby?

Is that what's on your mind, Bunky?

WELL, LIFT YOUR HEAD UP HIGH...
AND TAKE A WALK IN THE SUN...
WITH THAT MAGNITUDE...
AND FORTITUDE...
AND YOU'LL SHOW THE WORLD!
YOU'LL SHOW 'EM WHERE TO GET OFF!
YOU'LL NEVER GIVE UP...
NEVER GIVE UP...
NEVER GIVE UP...
THAT SHIP!

This is the Dee Jay's Old Philosopher sayin'...

MAN THE LIFEBOATS!
WOMEN AND SONG-PLUGGERS FIRST!

* Coral Records Inc.
50 West 57th St.
New York 19, N. Y.

** We'd like to be Yma Sumac's lyric writer.

When Milwaukee's Donald Knuth first presented his revolutionary system of weights and measures to the members of the *Wisconsin Academy of Science, Arts, and Letters,* they were astounded... mainly because Donald also has two heads.

All kidding aside, Donald's system won first prize as the "most original presentation". So far, the system has been adopted in Tierra del Fuego, Afghanistan, and Southern Rhodesia. The U.N. is considering it for world adoption.

THE POTRZEBIE SYSTEM
OF WEIGHTS AND MEASURES

THE POTRZEBIE SYSTEM

This new system of measuring, which is destined to become the measuring system of the future, has decided improvements over the other systems now in use. It is based upon measurements taken 6-9-12 at the Physics Lab. of Milwaukee Lutheran High School, in Milwaukee, Wis., when the thickness of MAD Magazine #26 was determined to be 2.263348517438173216473 mm. This length is the basis for the entire system, and is called one potrzebie of length.

The Potrzebie has also been standardized at 3515.3502 wave lengths of the red line in the spectrum of cadmium. A partial table of the Potrzebie System, the measuring system of the future, is given below.

LENGTH

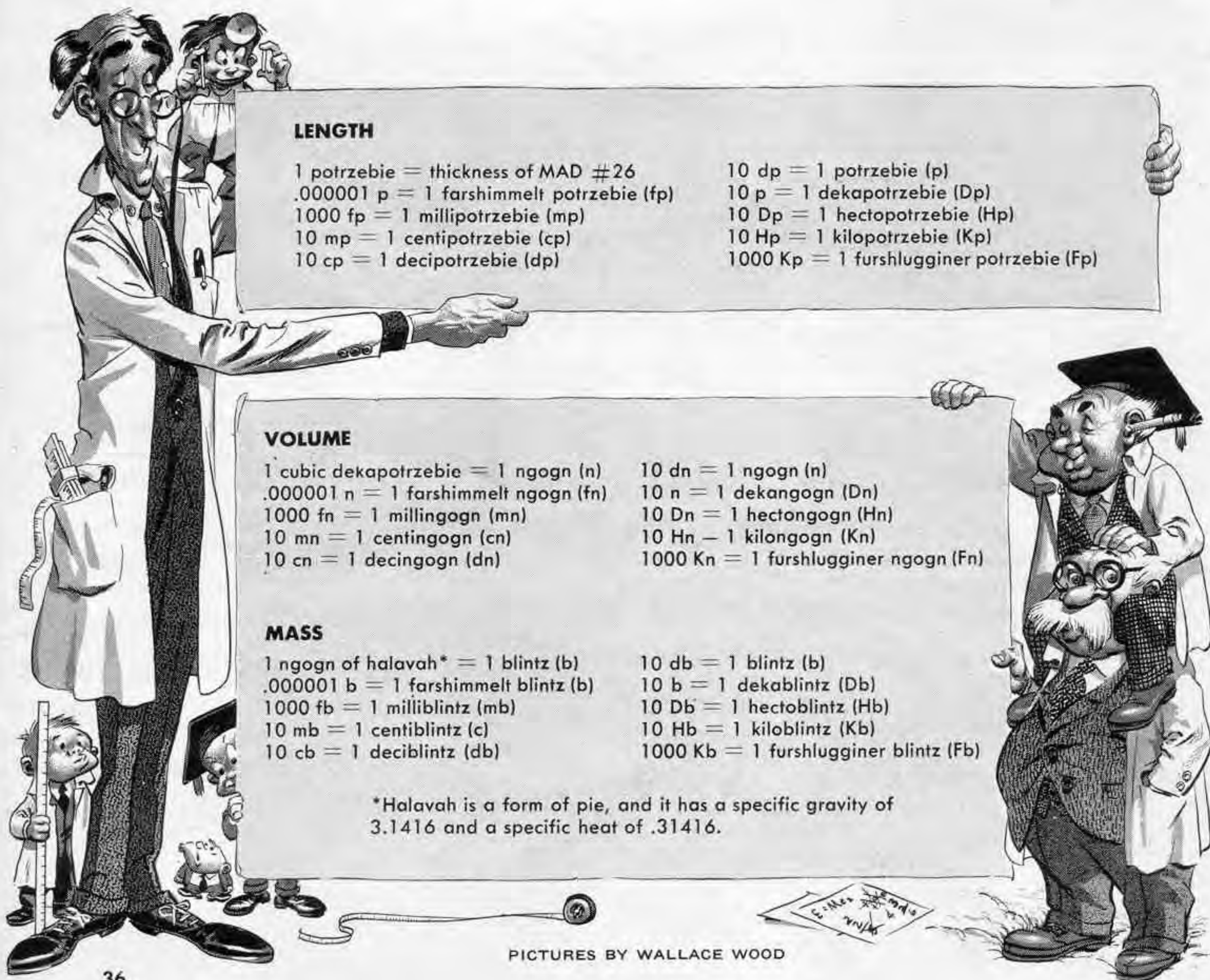
1 potrzebie = thickness of MAD #26
.000001 p = 1 farshimmelt potrzebie (fp)
1000 fp = 1 millipotrzebie (mp)
10 mp = 1 centipotrzebie (cp)
10 cp = 1 decipotrzebie (dp)
10 dp = 1 potrzebie (p)
10 p = 1 dekapotrzebie (Dp)
10 Dp = 1 hectopotrzebie (Hp)
10 Hp = 1 kilopotrzebie (Kp)
1000 Kp = 1 furshlugginer potrzebie (Fp)

VOLUME

1 cubic dekapotrzebie = 1 ngogn (n)
.000001 n = 1 farshimmelt ngogn (fn)
1000 fn = 1 millingogn (mn)
10 mn = 1 centingogn (cn)
10 cn = 1 decingogn (dn)
10 dn = 1 ngogn (n)
10 n = 1 dekangogn (Dn)
10 Dn = 1 hectongogn (Hn)
10 Hn – 1 kilongogn (Kn)
1000 Kn = 1 furshlugginer ngogn (Fn)

MASS

1 ngogn of halavah* = 1 blintz (b)
.000001 b = 1 farshimmelt blintz (b)
1000 fb = 1 milliblintz (mb)
10 mb = 1 centiblintz (c)
10 cb = 1 deciblintz (db)
10 db = 1 blintz (b)
10 b = 1 dekablintz (Db)
10 Db = 1 hectoblintz (Hb)
10 Hb = 1 kiloblintz (Kb)
1000 Kb = 1 furshlugginer blintz (Fb)

*Halavah is a form of pie, and it has a specific gravity of 3.1416 and a specific heat of .31416.

PICTURES BY WALLACE WOOD

TIME

1 average rotation of the earth = 1 clarke (cl)
.00001 cl = 1 wolverton (wl)
1000 wl = 1 kovac (kv)
100 kov = 1 martin (mn)
100 mn = 1 wood (wd)
10 wd = 1 clarke (cl)
10 cl = 1 mingo (mi)
10 mi = 1 cowznofski (cow)

DATE

October 1, 1952 is the day MAD was first published according to the old calendar. On new calendar, this is **clarke 1 of cowznofski 1.** Cowznofskis before this date are referred to as "Before MAD (B.M.)" and cowznofskis following this date are referred to as "Cowznofsko Madi (C.M.)" The calendar for each cowznofski contains 10 mingos named as follows: 1. Tales (Tal.) 2. Calculated (Cal.) 3. To (To) 4. Drive (Dri.) 5. You (You) 6. Humor (Hum.) 7. In (In) 8. A (A) 9. Jugular (Jug.) 10. Vein (Vei.)

FORCE (absolute)

a force which, when acting upon 1 blintz of mass for 1 kovac, causes it to attain a velocity of 1 potrzebie per kovac = 1 blintzal (b-al).
1000000 b-al = 1 furshlugginer blintzal (Fb-al)

ENERGY AND WORK

1 blintzal-potrzebie = 1 hoo (h)
1000000 h = 1 hah (hh)

POWER

1 hah per kovac = 1 whatmeworry (WMW)
1000 WMW = 1 kilowhatmeworry (KWMW)
100 KWMW = 1 aeolipower (A.P.)

RADIOACTIVITY

The quantity of radon which is in equilibrium with one blintz of radium = 1 hyme (how's your mom, ed)

HEAT ENERGY

The amount of heat necessary to raise one blintz of halavah 1° S = 1 vreeble (v.) 1000 v = 1 large vreeble (V)

TEMPERATURE

100° Smurdley (S) = optimum temperature for eating halavah (27°C.)

COUNTING

48 things = 1 MAD
49 things = 1 baker's MAD

ANGULAR MEASURE

100 quircits (''') = 1 zorch ('')
100 zorch ('') = 1 zygo (§)
100 zygo (§) = 1 circle or circumference

MISCELLANEOUS MEASUREMENTS

1 light Cowz. = 1.14×10^{12} Fp.
1 vreeble = 574.8 hah
1 cosmo per sq. potrzebie = 3.1416 bumbles.
1 faraday = 122300 blobs/blintz equivalent weight.
1 electron-ech = 5.5794×10^{15} hoo
1 blintz molecular wt. of a gas = 77.4 Cn

Density of H_2O = .31823 blintzes per ngogn (distilled water).
1 atmosphere pressure = $1.4532 \frac{b^2}{p}$ 335.79 p of Hg.
1 b = 3234.4 b-al
gravity = 3234.4 p per kov. per kov.
speed of light = 114440 Fp/Kov.

BASIC CONVERSION FACTORS (ABBREVIATED TABLE)

1 inch = 11.222 potrzebie
1 mile = .71105 Fur-potrzebie
1 blintz = 36.42538631 grams
1 kiloblintz = 80.3048 pounds
1 Fur-blintz = 36.425 metric tons
1 ngogn = 11.59455 cc = .0125 qts. = 2.3523 teaspoons

1 potrzebie = 2.2633 millimeters .089106 inches
1 Furshlugginer potrzebie = 2.2633 Klm. 1.4064 miles
1 centimeter = 4.4182 potrzebie
1 kilometer = .44182 Fur-potrzebie

1 wood = 144 minutes
1 kovac = .864 seconds
1 year = 3.6524 Cowznofskis
1 watt = 3.499651 Whatmeworries
1 Horse Power = 2.57 Kilowhatmeworry
1 Aeolipower = 38.797 Horse Power.
1 vreeble = 34.330 calories

When Marlin Brando first came to Hollywood, he was a non-conforming individualist. He used to wear a torn undershirt, dungarees, and engineer boots, and ride around town on a motorcycle.

"We'd like to be an Axolotl farmer."

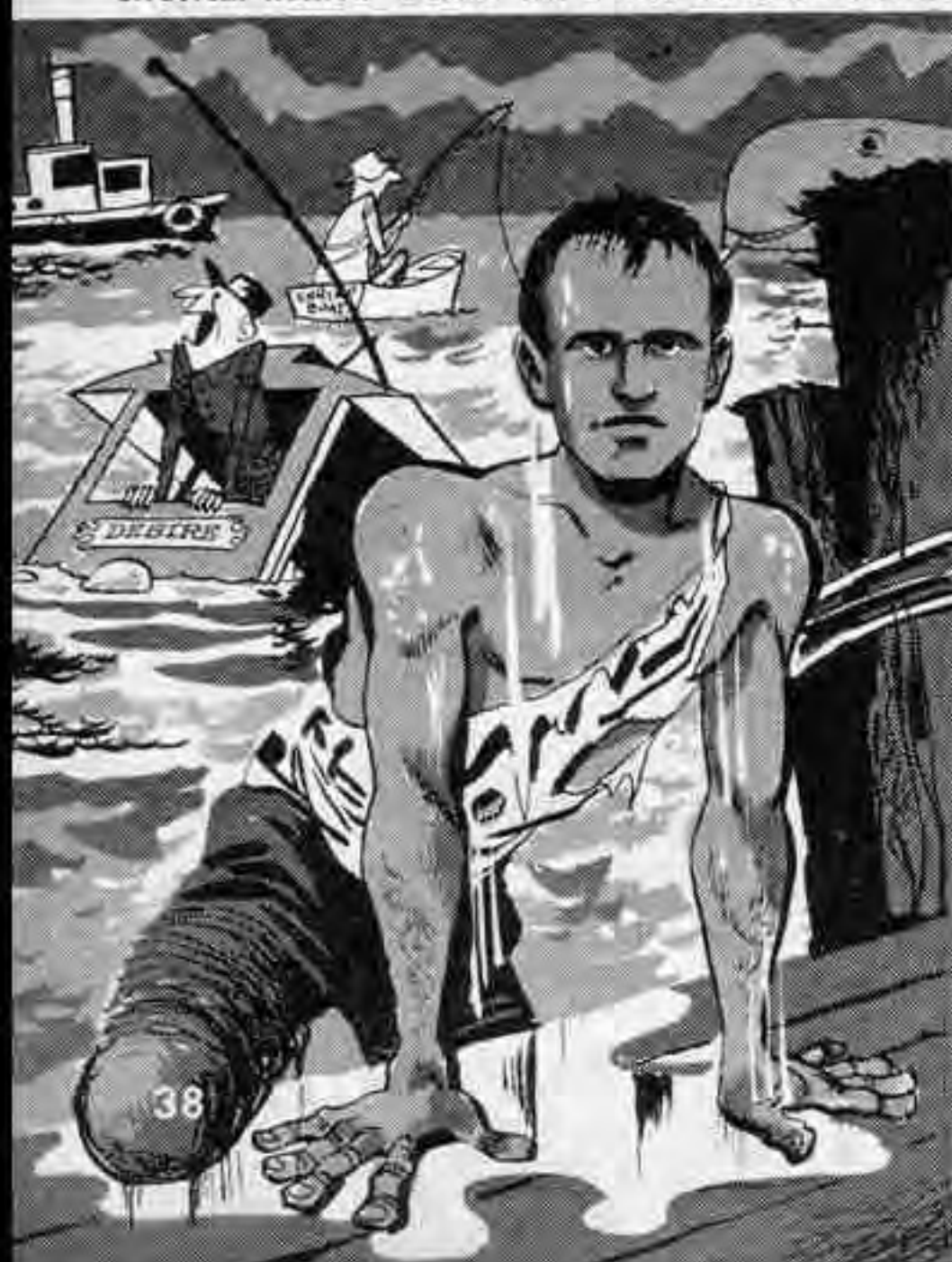
HOLLYWOOD MARLIN

The Inside Story of Why this Controversial

BRANDO'S "LIVE-THAT-PART" REALISTIC APPROACH TO HIS

BRANDO'S EXPENSIVE SEARCH for realism began with "A Streetcar Named Desire", the movie in which he made his first big splash. This big splash cost the studio $47,000 extra. Brando drove the real streetcar named "Desire" off a New Orleans dock . . .

"THE WILD ONE", movie about how motorcycle gang invades, wrecks town, was next big expense. Movie cost $780,000, but "live-that-part" approach cost extra $100,000 when Brando joined real motorcycle gang which invaded, wrecked studio.

WHEN "DESIREE" WAS BEGUN, Brando had difficulty with his part. His consequent disappearance cost the studio $175,000 in delays, detectives, and legal fees. Realistic approach to Napoleon role landed Brando in California State Asylum for the Insane.

Today, after nine movies and an Academy Award, Marlin Brando is undergoing a calculated change. Today, he wears an ascot tie, a homburg, and spats when he rides around town on his motorcycle.

IS RUINING BRANDO

PICTURES BY BOB CLARKE

Star is Being Forced to Change His Personality

PAST MOVIE ROLES WAS TOO RICH FOR THE STUDIO'S BLOOD

BRANDO'S MAGNIFICENT INTERPRETATION of role of longshoreman in "On The Waterfront" won for him an Academy Award. It also cost studio $200,000. This was amount of cargo that Brando pilfered while working on N. Y. docks, getting feel of part.

ROLE OF GAMBLER WHO OPERATES floating crap game in "Guys And Dolls" proved catastrophic. Movie cost $3,000,000 to make. But I O U's Brando signed while participating in real floating crap games, "living-that-part", cost studio another $2,000,000.

DECISION TO CHANGE BRANDO'S personality came when studio legal department delivered report on potential expense "live-that-part" approach might amount to if practiced by Brando during filming of new movie for him, life story of "Jack, The Ripper".

CONTINUED ON NEXT PAGE

HOLLYWOOD FIGURES IF THEY CAN CHANGE MARLIN BRANDO'S PERSONALITY, HIS ACTING APPROACH WILL CHANGE WITH IT

SO THEY'RE TRYING TO MAKE HIM INTO A GENTLEMAN

In the old days, Brando was the kind of clod who would push old ladies into mud puddles if they ever got in his way...

Today, Marlin is learning etiquette. Now, he helps young ladies across mud puddles, regardless of who's in the way.

THEY'RE TRYING TO CHANGE HIS OLD LIVING HABITS

In the old days, Brando was content with a cold-water flat where he could live in the utmost squalor like a slob...

Today, Marlin has learned to accept luxury. Now he lives in a richly furnished Beverly Hills mansion . . . like a slob.

THEY'RE TRYING TO TURN HIM INTO A SOCIAL BEING

In the old days, Brando was so anti-social, he'd sit in a corner at a cocktail party and wish he'd never showed up.

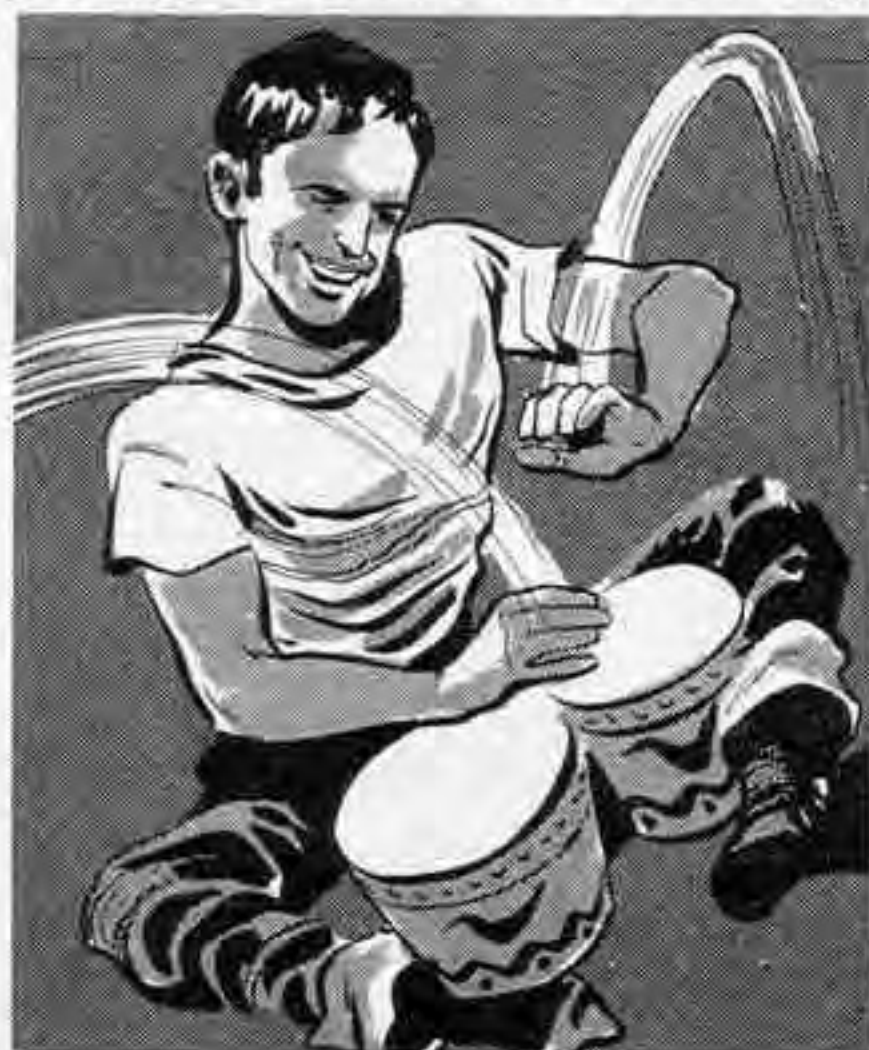
Today, Marlin is a social being. Fact is, he is so social at a cocktail party now, guests wish he'd never showed up.

STOP, MARLIN . . . BEFORE IT'S TOO LATE! DON'T ABANDON THOSE LOVEABLE TRAITS THAT ENDEARED YOU TO US CLODS!

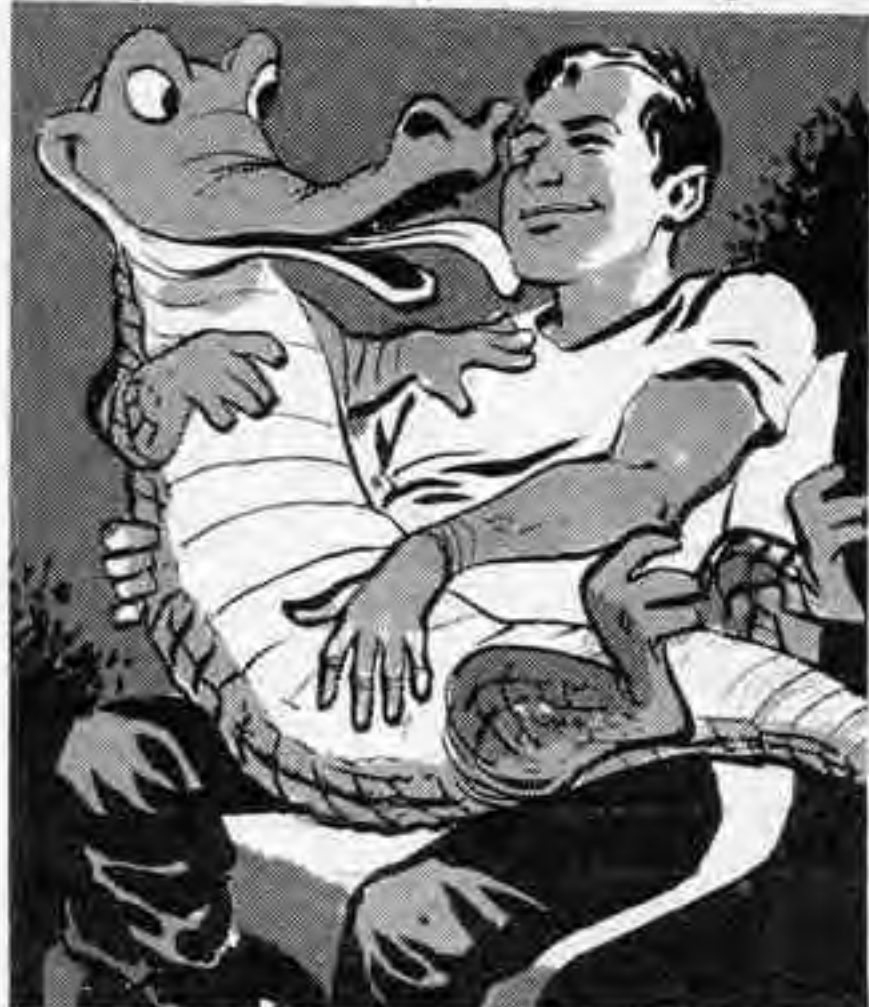
IF YOU WANT TO take your date to a secluded place, like Malibu Beach . . .

AND THEY WANT YOU TO take your date where you'll be seen, like say Ciro's

THEN KILL TWO BIRDS with one stone. Be seen taking Ciro's to Malibu Beach.

IF YOU WANT TO beat jungle rhythm on bongo drums until 4 in the morning.

AND THEY WANT you to become concert master of the Hollywood Symphony.

THEN beat the Hollywood Symphony concert master with bongo drums . . .

IF YOU WANT TO keep an alligator as a pet because you love alligators.

AND THEY WANT YOU TO keep a poodle as a pet because it's *trés gay* . . .

THEN keep the poodle with the alligator till he's et . . . about three days.

**We'd like to be Marilyn Monroe's chiropractor.

END

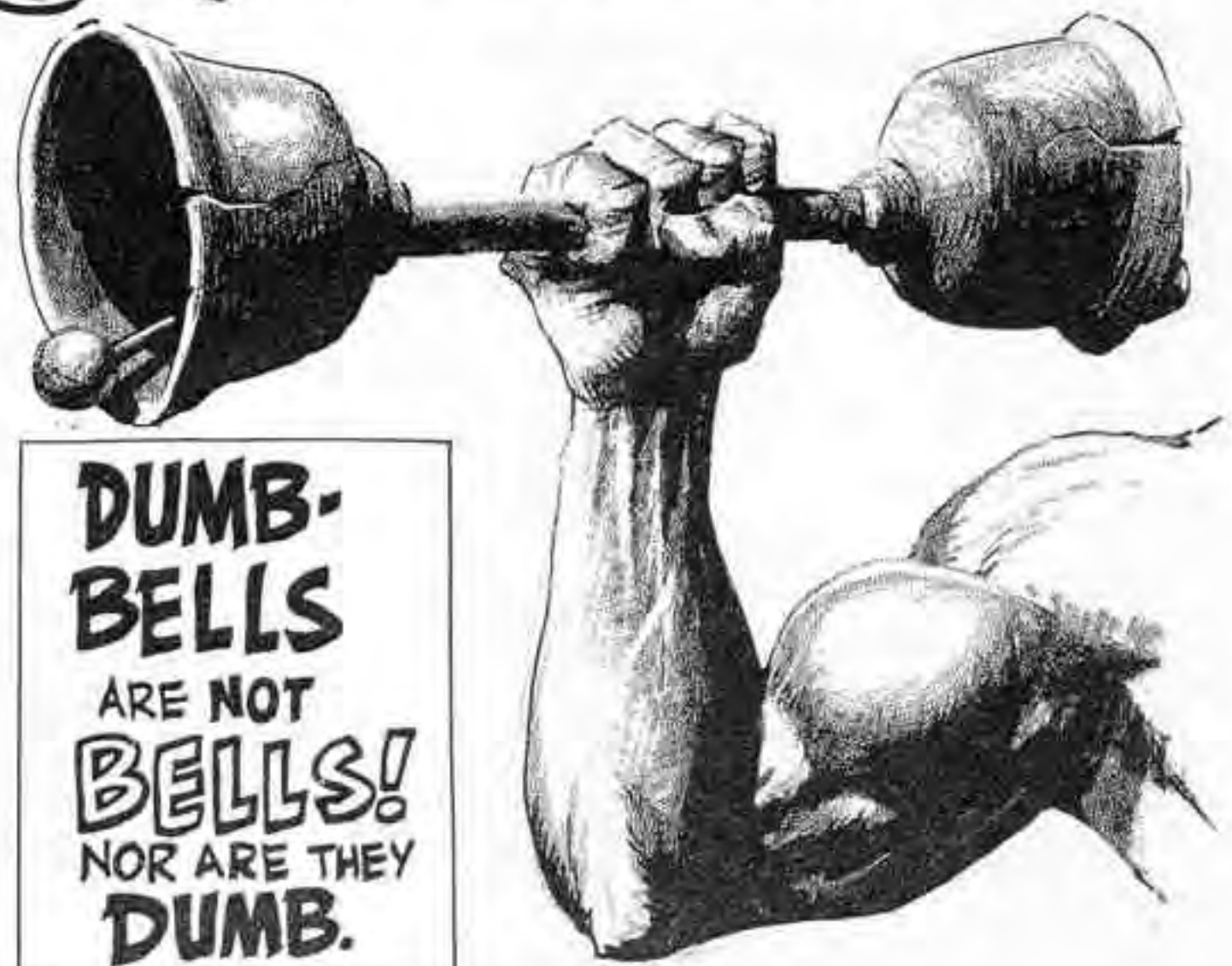
ERNIE KOVACS' *Strangely Believe It!*

AT THE AGE OF SEVENTEEN

HERMAN K. YOUNGBLOOD

COULD TWIST HIS **BODY** INTO A **SQUARE KNOT**

Today, at the age of SEVENTY-FOUR, Youngblood's agile body can still FORM A SQUARE KNOT!

In fact, it's the SAME SQUARE KNOT he made at SEVENTEEN... No one was able to UNTIE him.

STRANGELY ENOUGH, NOT ONE SINGLE **WORD** WAS **LEGIBLE!**

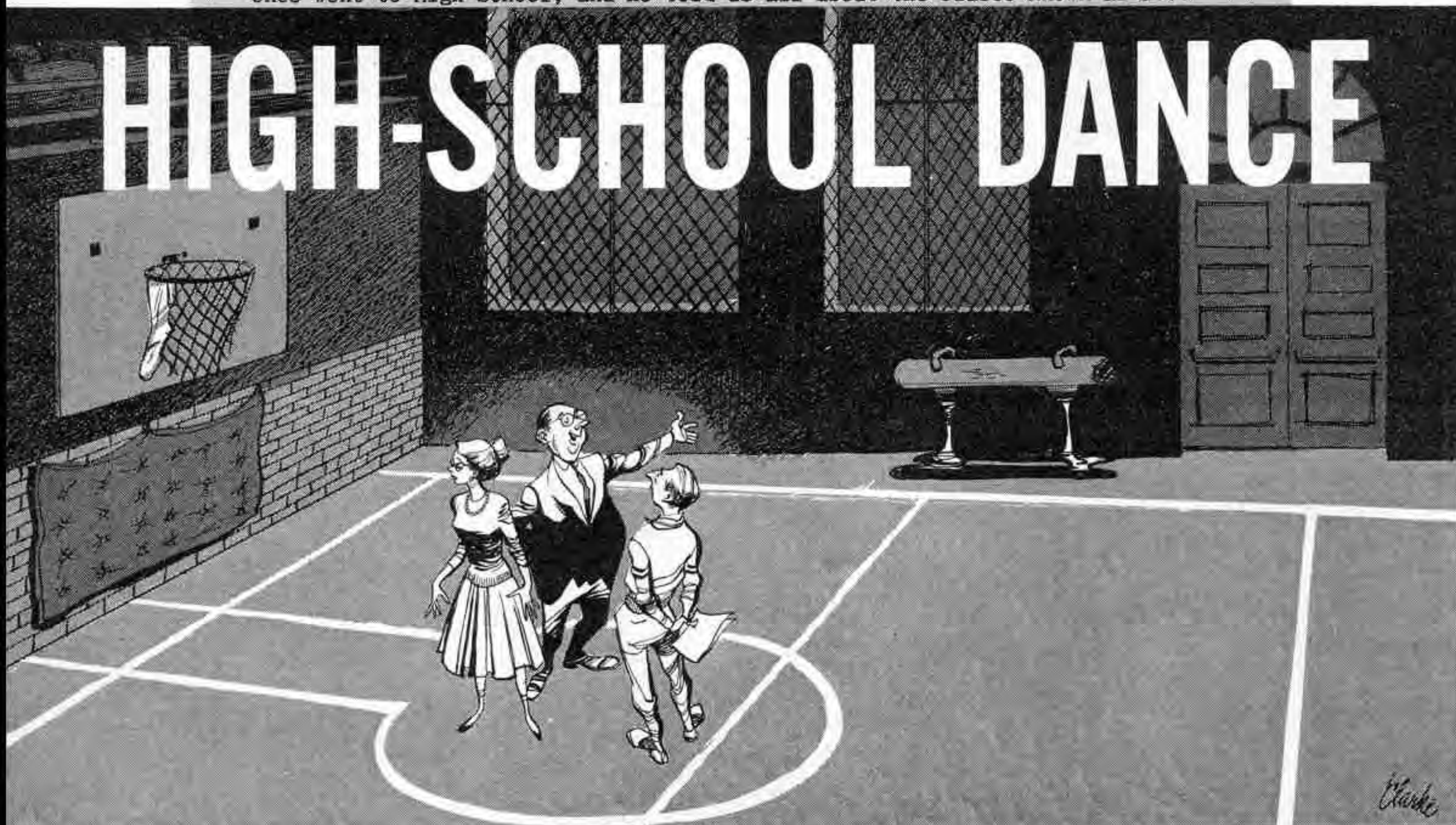
SAM **SHAMUS** of Jackson, Mississippi, BUILT HIS FAMILY A HOUSE MADE ENTIRELY OF **GLASS!**

ON THE DAY THEY MOVED IN, THE WHOLE SHAMUS FAMILY WAS ARRESTED FOR INDECENT EXPOSURE.

**We'd like to be Society Editor for the Daily Worker.

HAVING A BALL DEPT.

TO: Smurdville High School
FROM: The Editors of MAD
RE: Invitation to Spring Dance
We of MAD sincerely appreciate being invited to your First Annual Spring Dance. Had we been asked as "guests", instead of "clean-up crew", we might even have accepted. Actually, though, we have no desire to attend. Because our publisher once went to High School, and he told us all about the fiasco known as a...

HIGH-SCHOOL DANCE

PLACE TO HOLD AFFAIR IS FINALLY SELECTED after weeks of wrangling among Student Social Committee, by school principal, who pulls rank. Strangely, his choice is same as it's been for past 19 years . . . smelly old school gym!

PICTURES BY BOB CLARKE

DATE IS SET, TICKETS ARE PRINTED, and problem of selling them is taken on by school "Boosters", members of football team, and assorted "con-men". Each group uses own successful method of "Friendly Persuasion" to do the job.

BRAIN
(The school "Con-Men")

BROAD
(The school "Boosters")

BRAWN
(The school Football Team)

THREE FACULTY MEMBERS ARE CAREFULLY CHOSEN TO KEEP THINGS RUNNING RIGHT

MISS AIDA SOTO VOCE, Music Teacher, is given job of selecting music to be played at dance . . . chooses 13 waltzes, 4 minuets, 2 gavottes and a Charleston.

MR. HY OCTANE, Chem Teacher, who has experience with the baser elements at school, is given job of seeing that punch bowl contains only grape juice.

MR. OZGOOD Z'BEARD, Gym Teacher, is given assignment to maintain order by judicious use of modern psychology, tactful diplomacy, and mainly muscles.

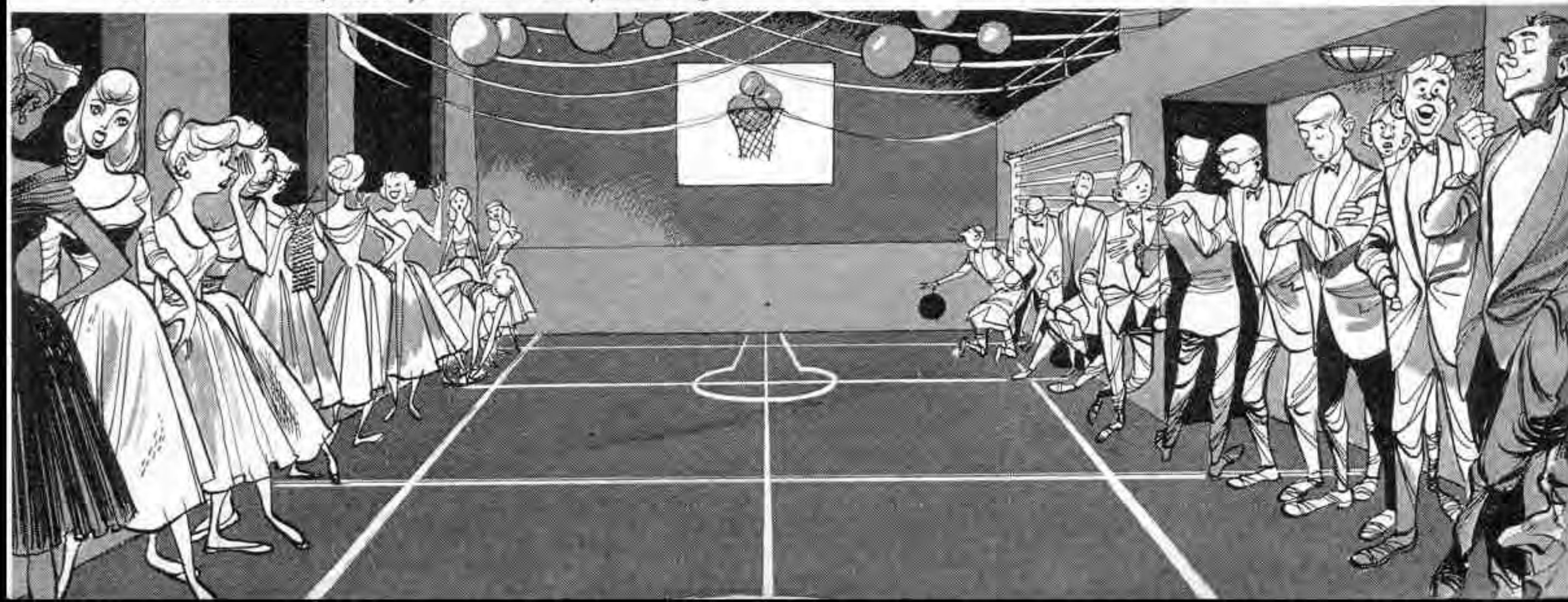
* We'd like to be the square dance caller at Buckingham Palace.

MUSIC IS PROVIDED BY . . .

. . . the "Off-Beats", a group of students who refused to join the school band, much to the relief of the Music Director. Their title well-describes the rhythms they play . . .

GYM DECOR IS SUPPLIED BY . . .

. . . a "Decorations Committee" of artistically endowed students. Unfortunately, even after long tireless efforts at camouflage . . . it still looks like smelly old school gym!

FINALLY, THE BIG NIGHT ARRIVES. The crowd is jammed to the walls. Well, actually, the crowd is jammed *against* the walls . . . and the basketball court is "no-man's land". Even school "make-out" men haven't the nerve to cross it.

AFTER A WHILE, THE GIRLS come to the realization that, if there's gonna be a dance at all, somebody will have to take the initiative. So the braver among them select partners, move out into "no-man's land", and begin to dance . . .

AFTER A WHILE, THE BOYS come to the realization that, if they're gonna follow the girls' example, this dance is gonna be one big flop. A conference is called on a plan of action . . . and one brave youth volunteers to break the ice.

NATURALLY, NO ONE DANCES WITH THE PARTNER they'd *really* like to dance with, for fear of starting those embarassing "John loves Mary" rumors. So everyone winds up more or less mismatched, and those rumors start anyway . . .

**We'd like to be President of the Rudy Vallee Fan Clubs.

DANCE BEGINS TO LIVEN UP AS STUDENTS START RUNNING THINGS *REALLY* RIGHT

CHEM TEACHER OCTANE, who has been studiously guarding that punch-bowl, fails to notice the strange goings-on around the water cooler all night . . .

MUSIC TEACHER SOTO VOCE, having developed a sudden intense thirst, fails to notice that "My Hero" sounds oddly like "Rock Around the Clock".

GYM TEACHER Z'BEARD, who had climbed rope to get bird's-eye-view of proceedings, fails to notice that route down has been cleverly removed.

FUN BEGINS WHEN CHEM TEACHER, standing at punch-bowl all evening, finally collapses from drinking it all.

FUN CONTINUES AS GYM TEACHER spots the activity around the water cooler and attempts to slide down rope.

FUN GOES ON AS MUSIC TEACHER dances with star foot-ball player to prove that she is one of the gang. Reputa-tion vanishes following day when she flunks the poor clod.

FUN REACHES PINNACLE WHEN GWENDOLYN FURD, self-appointed entertainer, gargles with water before singing. Lyrics to "Because" strangely resemble shady sailor song.

HIGHLIGHT OF EVENING COMES WHEN ECHOES OF MELEE RESULT IN POLICE RAID

...and there's your Spring Dance, Smurdville High School! Come to think of it, perhaps we were a bit too hasty in turning down your invitation, even if we _are_ the "clean-up squad". After all, there may be some water left in that cooler. Hey, where do we catch the bus to that smelly old gym?

The Editors of MAD

HOLLYWOOD DEPT.

SCENES WE'D LIKE TO SEE

The Overhanging Bough

**We'd like to be Santa Claus' bodyguard.

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INCLUDING YOUR SANITY!

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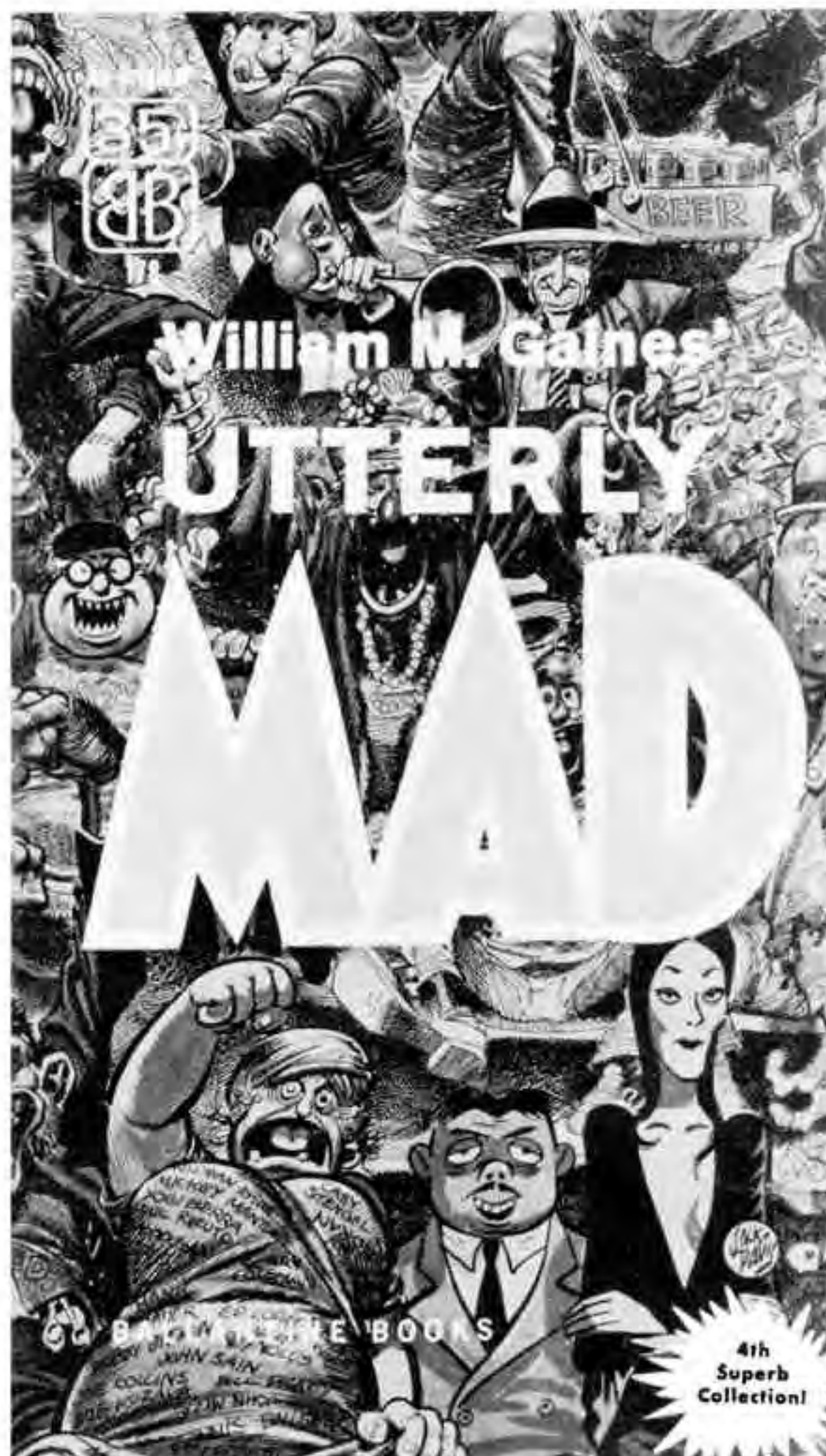
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April 1957

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Joe Orlando